

DOLLAR TREE MEANS VALUE

Almost 20 years ago, Dollar Tree was founded on the simple premise that every item would sell for \$1. It's a novel idea to build a business around a pricepoint, rather than around a specific category of merchandise. And it's been a tremendous success – more than our founders ever would have imagined.

But it's not enough to simply sell stuff for \$1. That "stuff" has got to be a value. In other words, we've got to offer customers "stuff" that's worth more than \$1. So to us, value is a combination of a surprisingly low price AND quality. A visit to any of our 2,700+ stores will tell you that we're

fulfilling that mission. Pet supplies, brooms, candy and snacks are just a smattering of the unbelievable values you'll find at Dollar Tree, even everyday household items. When was the last time you saw

a brand-name toothbrush priced at \$1 elsewhere? Along with the usual brands, we even sell battery-operated toothbrushes, and still just for \$1.

In addition to price and quality, "value" also refers to dependability. So we offer brands customers know and trust. Additionally, we have begun highlighting

our "Freshness Guaranteed" program to our customers. We want customers to know they can depend on food and beverage products that they purchase at our stores to be fresh, 100% of the time. And, through the use of our new POS systems,

customers also can depend on us to be in-stock. So we're offering quality goods at a great price, on brands customers trust, with guaranteed freshness. That's "The Art of the Possible" at Dollar Tree!

