For immediate distribution

Elisa D. Garcia C. Joins Dollarama Board of Directors

MONTREAL, Quebec, February 19, 2015 – Dollarama Inc. ("Dollarama" or the "Corporation") (TSX: DOL) is pleased to announce that its Board of Directors appointed Elisa D. Garcia C. as an independent director and member of the Nominating and Governance Committee of the Corporation, effective February 18, 2015. Ms. Garcia's appointment expands the Corporation's Board of Directors to ten directors, seven of whom are independent.

Ms. Garcia currently serves as Executive Vice President and Chief Legal Officer of Office Depot, Inc., a leading global provider of products, services, and solutions for the workplace headquartered in Boca Raton, Florida, and is responsible for managing legal, regulatory, compliance and government affairs matters for the company worldwide as well as the loss prevention function. Prior to joining Office Depot in 2007, she was Executive Vice President, General Counsel & Corporate Secretary for Domino's Pizza, Inc. Earlier in her career, she served as Latin American Regional Counsel for Philip Morris International and Corporate Counsel for GAF Corporation.

She also serves on the Boards of the American Arbitration Association, the Institute for Inclusion in the Legal Profession, the Boca Raton Chamber of Commerce and acts as an Advisory Board member for the Corporate Pro Bono Institute. Ms. Garcia is a graduate of the St. John's University School of Law, and also received a joint BA/MS in Political Science and Management and Policy Sciences from W. Averell Harriman College, State University of New York at Stony Brook.

"We are delighted to welcome Elisa to our Board. Elisa is a seasoned executive whose skills and experience will add valuable perspective and insight and will serve as a strong complement to the skills of the other directors", said Larry Rossy, Chairman and Chief Executive Officer of Dollarama.

About Dollarama

Dollarama is Canada's leading dollar store operator with 928 locations across the country. Our stores provide customers with compelling value in convenient locations, including metropolitan areas, mid-sized cities and small towns. Dollarama aims to provide customers with a consistent shopping experience, offering a broad assortment of everyday consumer products, general merchandise and seasonal items. Products are sold in individual or multiple units at select fixed price points up to $3.00.

For further information:

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