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FAMILY DOLLAR STORES SELECTS BERNSTEIN-REIN AS AGENCY OF RECORD

KANSAS CITY, MO – Family Dollar Stores, Inc., a Fortune 500 discount retailer and a pioneer in the dollar store category, has selected Bernstein-Rein Advertising (BR) as its first Agency of Record. Family Dollar has over 6,700 stores in 44 states.

Services to be provided by BR will include media planning and buying, account planning, creative, digital and database/analytics. As Agency of Record, BR will be responsible for integrating all marketing efforts among Family Dollar's diverse stores.

"BR's retail experience and analytical expertise make them an ideal partner for Family Dollar," said Don Hamblen, SVP of Customer Marketing for Family Dollar. "Their knowledge of our customer and proven results within the discount channel will help us strengthen our key message of value and convenience and help us reinforce our mission to be a compelling place to shop for our customers."

"BR has a proud history of working with retailers like Family Dollar, and I'm excited to have the opportunity to work with such a valuable brand," said Steve Bernstein, president of Bernstein-Rein. "It's our experience with current retail clients like PetSmart, Nebraska Book Company, McDonald's, and former clients such as Wal-Mart and Blockbuster, as well as our own retail brand, Beauty Brands, which gives us a true understanding of the issues confronting retailers. We call it InsideOut Retailing and a partnership with Family Dollar is a great way to flex our retail savvy."

This is the latest in a series of client roster additions in 2010 for Bernstein-Rein. Other brands partnering with BR this year include MetLife, Hostess, Nebraska Book Company, Banfield the Pet Hospital, and Soave Automotive Group.

About Bernstein-Rein:

Grounded in the agency philosophy of "Be Real," Bernstein-Rein is the agency and marketing partner that provides real consumer insights, real brand differentiation that inspires consumers to act, and real results for its clients. Established in 1964, Bernstein-Rein was named one of the top 10 branding agencies of 2009 by *Advertising Age*. Go to www.bernsteinrein.com to see a list of clients and award-winning work.

About Family Dollar

Beginning with one store in 1959 in Charlotte, North Carolina, the Company currently operates more than 6,700 stores in 44 states. Family Dollar Stores, Inc., a Fortune 500 company, is based in Matthews, North Carolina, just outside of Charlotte and is a publicly held company with common stock traded on the New York Stock Exchange under the symbol FDO. For more information, please visit www.familydollar.com.

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