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For Immediate Release

FAMILY DOLLAR NAMES DIRECT SOURCE, INC. AS IT STRATEGIC PARTNER OF THE YEAR

MATTHEWS, NC, November 10, 2010 - Family Dollar Stores, Inc. (NYSE: FDO) today announced that technology solution provider, Direct Source, Inc., has been named IT Strategic Partner of the Year at the Company's Annual IT Strategic Partner Summit. Joshua Jewett, Family Dollar Senior Vice President, Information Technology, CIO presented the award to representatives of Direct Source. The Strategic Partner of the Year best illustrates the combined attributes of service, innovation and teamwork in a relationship that helps drive real business value for Family Dollar.

"Direct Source was instrumental in delivering our Store of the Future technology platform to thousands of our stores," said Mr. Jewett. "Their installation resources and project management team showed a consistently high track record of quality execution throughout our engagements. Rapid store systems POS installation projects can be an incredibly disruptive undertaking for a retailer. Executing with quality in thousands of locations throughout the nation compounds that complexity. Our partnership with Direct Source helped mitigate a lot of those issues."

"We have a long-standing and trusted relationship with Family Dollar," said Brad Fick, President, Direct Source. "The company has really helped us to strategically grow our business, and we stay highly committed to our ongoing partnership."

The IT Strategic Partner of the Year award is designed to recognize exceptional partnerships in the categories of Vendor Commitment, Innovative Excellence, Outstanding Achievement and Benefits Realization. Direct Source was one of four finalists for Partner of Year along with 4R, Cognizant and North Highland.

About Family Dollar

Beginning with one store in Charlotte, North Carolina, in 1959, the Company currently operates more than 6,800 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.

About Direct Source

Headquartered in Minneapolis, Minn., [Direct Source](http://www.directsource.com) (www.directsource.com) is a nationwide technology solutions provider for tier one retail, financial, and travel and lodging industries, with a network of more than 2,500 installation specialists. Direct Source's hardware procurement, software development and deployment services are designed to help maintain a competitive edge and improve site productivity and customer service. Always vendor-neutral, the company draws upon its innovative and industry-encompassing experience to recommend technologies that help clients operate faster, smarter and more profitably.

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