

This Notice Was Authorized by
The Superior Court of New Jersey, Law Division, Middlesex County
Do not be alarmed. You are NOT being sued.

Notice of Class Action Settlement with Dollar General

Jennifer Braun v. Dolgencorp, LLC d/b/a Dollar General
Case No.: MID-L-00950-25

The Superior Court of New Jersey, Law Division, Middlesex County authorized this notice to inform you of your rights under a proposed Settlement with Dolgencorp, LLC d/b/a Dollar General (“Dollar General” or “Defendant”). Dollar General is the Defendant. You are a member of the Settlement Class.

As a member of the Settlement Class, you have three options:

- 1) File a Claim by **April 13, 2026**: This means you remain in the Settlement Class and will receive the settlement benefits described in this notice.
- 2) Remove yourself from the Settlement Class by **March 2, 2026**. This means you will not receive the settlement benefits and will not give up any claims against DG.
- 3) File an objection with the Court by **March 2, 2026**. An objection allows your views to be heard in Court.

What This Case Is About

A Settlement was reached in a class action where Dollar General is alleged to have discrepancies between the prices of merchandise advertised on the shelves and what customers were charged and paid at checkout and that Defendant used the same procedures in charging a higher price than advertised when selling the same and/or similar merchandise to numerous other customers in its stores. Defendant denies any wrongdoing.

What You Will Receive If You Remain in the Settlement Class

If you take no action, you will remain in the Settlement Class. Settlement Class Members who provide proof of either (1) a contemporaneously-submitted complaint during the class period to a governmental entity or to Dollar General referencing a price overcharge on a specific product that has not previously been resolved by Dollar General, or (2) a price overcharge that has been specifically documented by a customer via objective evidence are eligible for a payment of \$10 or the amount of the actual overcharge (whichever is higher) for each separate complaint about a separate price overcharge, up to two for a maximum household recovery of \$20, or the total of the amount of the actual overcharges (whichever is higher). In addition, Settlement Class Members are eligible for an “In-Store Benefit” a \$3 discount on the first \$10 of any purchase of at least \$10 (pretax), for a maximum discount of \$3 per customer, available for redemption during a 2-day window at any Dollar General store nationally. Some exclusions and limitations apply.

Questions? Visit: **www.DGPriceSettlement.com** or Call: 1-844-262-4248

The following pages describe in greater detail your rights, the Settlement, and the Class Action. If you have questions, you may contact the attorneys who have been appointed by the Court to represent you and the other members of the Settlement Class. See answer to Question 7 for their contact information.

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BASIC INFORMATION

1. WHAT IS A CLASS ACTION AND WHO IS INVOLVED?

In a class action lawsuit, a person or persons (the “Class Representatives” or “Plaintiffs”) sues on behalf of others who have the same claims. People with the same claims are called “Class Members”, or collectively, a “Class.” Because everyone in the Class has the same claims against the party being sued, one court can resolve the issues for everyone in the Class, except those who choose to remove themselves from the Class. In this case, Jennifer Braun, Joseph Wolf, Carmen Wolf, Lori Hartline, Sharlia Cotton, and Ryan Button are the Class Representatives.

2. WHAT IS THIS LAWSUIT ABOUT?

Plaintiffs filed lawsuits alleging Dollar General violated various consumer protection laws in that Dollar General is alleged to have discrepancies between the prices of merchandise advertised on the shelves and what customers were charged and paid at checkout and that Defendant used the same procedures in charging a higher price than advertised when selling the same and/or similar merchandise to numerous other customers in its stores and that it is Defendant’s policy and practice to charge a higher price at the register for merchandise than the price advertised on the unit price labels for the same merchandise on the shelves in Defendant’s throughout the country. Defendant denies any wrongdoing.

The Defendant denies the Plaintiffs’ allegations. Specifically, it is Defendant’s position that Dollar General denies that this lawsuit has merit, that this litigation may proceed as a class action, and that Dollar General has a regular practice of charging customers a higher price at the cash register on various items than the price on the in-store shelves.

3. WHY DID I GET THIS NOTICE?

You received this Notice because Defendant’s records show that you are a member of the proposed settlement class.

4. WHY IS THERE A SETTLEMENT?

The Class Representatives and Defendant agreed to this settlement to avoid the risk, uncertainty and expense of a trial and possible appeals, and to ensure that the affected consumers will receive money. The Class Representatives and the attorneys appointed by the Court to serve as “Class Counsel” believe that the settlement is in the best interest of all Class Members. By settling this lawsuit, Defendant does not admit any wrongdoing.

5. WHO IS IN THE CLASS?

The Class includes “all consumers in the United States who paid more or less for merchandise than the advertised price labeled on the shelf at a Dollar General store from October 10, 2016, through November 19, 2025.”

6. HAS THE COURT DECIDED WHO IS RIGHT?

No. The Court has not made any determination as to which party is right.

7. WHO REPRESENTS THE CLASS IN THIS CASE?

Questions? Visit: www.DGPriceSettlement.com or Call: 1-844-262-4248

For settlement purposes, the Court appointed the following attorneys as Interim Class Counsel or Proposed Settlement Class Counsel to represent the proposed Settlement Class:

Marc Dann, Esq. Javier Merino, Esq. The Dann Law Firm, PC 825 Georges Road, 2 nd Floor North Brunswick, NJ 08902 Telephone: (216) 373-0539	Adam Edwards, Esq. Scott Harris, Esq. Milberg Coleman Bryson Phillips Grossman PLLC 900 W. Morgan Street Raleigh, North Carolina 27603 Telephone: (919) 600-5000
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THE TERMS OF THE SETTLEMENT

8. WHAT IS THE SETTLEMENT?

In exchange for releasing certain claims against Defendant (see Question 9 below for a description of the released claims), all Class Members will receive the benefits described below.

To resolve claims of all Class Members, Settlement Class Members who provide proof of either (1) a contemporaneously-submitted complaint during the class period to a governmental entity or to Dollar General referencing a price overcharge on a specific product that has not previously been resolved by Dollar General, or (2) a price overcharge that has been specifically documented by a customer via objective, contemporaneous evidence are eligible for a payment of \$10 or the amount of the actual overcharge (whichever is higher) for each separate complaint about a separate price overcharge, up to two for a maximum household recovery of \$20, or the total of the amount of the actual overcharges (whichever is higher).

In addition, Settlement Class Members are eligible for an “In-Store Benefit” a \$3 discount on the first \$10 of any purchase of at least \$10 (pretax), for a maximum discount of \$3 per customer, available for redemption during a 2-day window (excluding Saturday) at any Dollar General store nationally (the specific dates are to be determined). Limit one In-Store Benefit per Person. The In-Store Benefit will only work once, although a customer may redeem the In-Store Benefit on either of the days selected by the Parties. This In-Store Benefit cannot be combined with any other DG store coupons but can be combined with national manufacturer coupons. The In-Store Benefit excludes: phone, gift and prepaid financial cards, prepaid wireless handsets, Rug Doctor rental, propane, tobacco, alcohol, and milk. Settlement Class Members are not required to submit proof of a price overcharge to be eligible for the In-Store Benefit.

Any uncashed checks will be paid as a charitable contribution to a national food bank organization, with no restrictions on its use. (A *cy pres* award to a charity is similar to a donation and is how leftover monies in a class action settlement fund are often distributed).

Assuming the Court approves the proposed settlement at the Final Fairness Hearing and assuming no appeal, motion for reconsideration, reargument, and/or rehearing, or petition for writ of certiorari has been filed, within 30 days after that final approval, Defendant will deposit the funds into a settlement account established and maintained by the Settlement Administrator, from which payments will be issued to Settlement Class Members.

Checks will expire 60 days after the date that they are mailed.

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The Costs of Administering the Settlement

All costs and expenses associated with administering the settlement, including the Settlement Administrator's fees and costs will be paid from the Common Fund.

The Class Representatives are entitled to \$5,000 or \$7,500

The Class Representatives are entitled to a Service Award of either \$7,500 for each Class Representative that was deposed or \$5,000 per Class Representative that was not deposed. The Parties agree that the decision whether or not to award any such payment, and the amount of that payment, rests in the exclusive discretion of the Court. The Service Awards are in recognition of their efforts on behalf of the Class and to resolve their individual damage claims against Dollar General.

Class Counsel's Fees and Expenses

Class Counsel will ask the Court for attorneys' fees and reimbursement of litigation expenses of not more than 33.3% of the Total Common Fund Value. The Defendant has agreed not to take a position on Class Counsel's application for attorneys' fees and reimbursement of reasonable litigation expenses, subject to the Court's approval. Class Counsel will file a fee application with the Court prior to the date scheduled for the Fairness Hearing seeking 33.3% of the Total Common Fund Value in reasonable attorneys' fees and reimbursement of expenses incurred by Class Counsel.

The amount that Class Counsel will seek will include all costs and expenses, time already spent and time to be spent including finalizing the settlement, preparing settlement documents, drafting briefs, attending hearings, responding to and defending against any objections to the settlement and monitoring of the settlement and settlement administration. The amount set forth herein does not include any time that may be spent enforcing the terms of the Settlement Agreement or resulting from any breach of the terms of this Settlement Agreement, or from any appeals.

Further, the amount of the attorneys' fees award, plus reimbursement of reasonable litigation expenses is not part of the substantive terms of the proposed settlement and will be considered by the Court separately from the Court's consideration of the fairness, reasonableness and adequacy of the proposed settlement. Payment from the Common Fund of the attorneys' fees, plus reimbursement of reasonable litigation expenses will not reduce the benefits to the Class.

9. WHAT CLAIMS AM I RELEASING IF I REMAIN IN THE CLASS?

Persons who remain in the proposed Settlement Class will not be able to sue, or continue to sue, Defendant for claims that are the subject of this lawsuit, if you remain in the Settlement Class, you will be legally bound by all of the Orders that the Court issues and the judgments that the Court makes in the proposed Settlement. Under the Settlement Agreement, each person who remains in the Settlement Class will be bound by the following release of claims if the settlement is approved:

As a result of the settlement that has been approved in this matter, when this judgment becomes effective upon the final approval date, Plaintiff and each Settlement Class Member, for themselves, their heirs, successors and assigns shall have jointly and severally remised, released, acquitted and forever discharged the Released Parties from the Released Claims.

"Released Claims" shall mean any and all claims, demands, rights, damages, arbitrations, liabilities, obligations, suits, debts, liens, any manner of civil or administrative actions, injunctive

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relief, agreements, promises, complaints, charges, penalties, losses, controversies, costs, expenses, attorneys' fees, and causes of action pursuant to any theory of recovery (including, but not limited to, consumer protection act claims in various states, violations of advertising regulations/statutes in various states, violations of Federal Trade Commission Act, violations of the Magnuson-Moss Warranty Act, declaratory judgment claims, common law fraud, unjust enrichment, and negligent misrepresentation claims, and any other claims that could have been brought those based in contract or tort, common law or equity, federal, foreign, state, or local law, statute, ordinance, or regulation) of every nature and description whatsoever, ascertained or unascertained, foreseen or unforeseen, matured or unmatured, known or unknown, accrued or not accrued, suspected or unsuspected, existing or claimed to exist, including unknown claims as of the Notice Date by all of the Releasing Parties that result from, arise out of, are based on, any allegations that Settlement Class Members at any Dollar General location nationwide were charged a higher or lower price at the register than the price of merchandise advertised at the shelves at the time of sale in Dollar General stores during the Class Period, or relate to the practices and claims that were or could have been alleged in the class action complaints filed by the Settlement Class Representatives against Defendant alleging discrepancies between the prices of merchandise advertised on Defendant's retail shelves and what customers were charged and paid at checkout.

Notwithstanding the foregoing, the **Settlement Class Members specifically reserve the right to opt-out of the class settlement and bring separate individual suits against Defendant seeking actual damages and to dispute the amount paid at checkout for any alleged price discrepancies.** Additionally, the Released Claims specifically do not include any claims that Plaintiff, Settlement Class Representatives, and Settlement Class Members may have against any of the Released Parties for any causes of action other than arising from the Defendant's alleged discrepancies between the prices of merchandise advertised on the shelves and what customers were charged and paid at checkout and that Defendant used the same procedures in charging a higher or lower price than advertised when selling the same and/or similar merchandise to numerous other customers in its stores and that it is Defendant's policy and practice to charge a higher price at the register for merchandise than the price advertised on the unit price labels for the same merchandise on the shelves in Defendant's throughout the country.

"Released Parties" shall mean Defendants Dolgencorp, LLC d/b/a Dollar General, Dollar General Corporation, and Dolgen New York, LLC d/b/a Dollar General, and each of their parent companies, related companies, direct and indirect subsidiaries, corporations, trusts, affiliates, business entities, divisions, franchisees, distributors, wholesalers, retailers, units, advertising and production agencies, licensors, and agents, and all of their past and present employees including all officers, directors, managers, contractors, members, partners, attorneys, accountants, employees, shareholders, consultants, insurers, agents, representatives, and each of their heirs, executors, administrators, beneficiaries, successors, predecessors, trustees, employee benefit plans, assigns, shareholders, investors, and each of them of any foregoing. For the avoidance of doubt, Released Parties shall include all Persons or entities in the stream of commerce and all other individuals and entities acting on Defendants' behalf.

You will remain in the Settlement Class and be bound by the above release unless you remove yourself from the Settlement Class, as described below. If you do not remain in the Settlement Class, you will not be releasing any claims; however, there is no guarantee that anyone who does not join the Settlement Class has any viable claims against Defendant.

YOUR RIGHTS REGARDING THE SETTLEMENT

10. HOW DO I PARTICIPATE IN THE SETTLEMENT?

You will need to file or return the claim form by **April 13, 2026** in order to receive a cash payment from the settlement fund.

In addition to the cash payment, Settlement Class Members are eligible for the “In-Store Benefit” described in Paragraph 8, above. To register for the “In-Store Benefit” you will need to have a myDG account or complete the registration form located on the Settlement Website. Further instructions on claiming the “In-Store Benefit” will be posted on the Settlement Website at a later time.

11. HOW CAN I REMOVE MYSELF FROM (OPT OUT OF) THE CLASS?

If you don’t want to give up your claims in exchange for receiving a share of the Settlement Fund under the Settlement, then you may remove yourself from the Settlement by timely completing and submitting a written opt-out request. Your opt-out notice must include: (1) Your name and address, (2) the statement “I request to be removed from the Settlement Class in the *Braun v. Dolgencorp LLC d/b/a Dollar General* Class Action Settlement.” Your opt-out request must be received by the Settlement Administrator at the following address on or before **March 2, 2026**.

Braun v Dolgencorp LLC d/b/a Dollar General
Settlement Administrator
Attn: Opt Outs
P.O. Box 58220
Philadelphia, PA 19102

If the Settlement Administrator receives your request after **March 2, 2026**, your request shall be considered untimely and you may continue to be a member of the Settlement Class.

DO NOT SEND ANY OPT-OUT TO THE COURT

12. WHAT IF I OBJECT TO THE TERMS OF THE SETTLEMENT?

Any Class Member may appear in person or through an attorney at the Final Fairness Hearing in order to oppose the fairness, reasonableness and/or adequacy of the settlement to the extent allowed by the Court, including the payment of Class Counsel’s fees, reimbursement of reasonable litigation expenses and the Class Representative’s incentive award.

However, in order to oppose any of the settlement terms, you must send **written** notice to the Court that includes: (a) The case name and number of this Action; (b) The full name, address, telephone number, and email address of the objecting Settlement Class Member and, if represented by counsel, of his/her counsel; (c) A statement that the objector personally purchased a product from a Dollar General store, from October 10, 2016, through the date of entry of Preliminary Approval Order, and that none of the exclusions listed in the definition of the Settlement Class in Section 2.46 applies to the objector; (d) Any supporting papers, materials, or briefs the objector wishes the Court to consider when reviewing the objection; (e) A statement of whether the objection applies only to the objector, to a specific subset of the Settlement Class, or

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to the entire Settlement Class; (f) A statement of the number of times in which the objector (and, where applicable, objector's counsel) has objected to a class action settlement within the five years preceding the date that the objector files the objection, along with the caption of each case in which the objector has made such objection; (g) A statement of the specific grounds for the objection, including any legal and factual support and any evidence in support of the objection; A statement of whether the objecting Settlement Class Member intends to appear at the Final Approval Hearing, and if so, whether personally or through counsel; and (h) The objector's signature.

In addition to the foregoing requirements, if an objecting Settlement Class Member intends to speak at the Final Approval Hearing (whether pro se or through an attorney), the written objection must include a detailed description of any evidence the objecting Settlement Class Member may offer at the Final Approval Hearing, as well as copies of any exhibits the objecting Settlement Class Member may introduce at the Final Approval Hearing.

A Settlement Class Member may submit a written statement of objection(s) on his or her own behalf or through a lawyer hired at that Class Member's own expense, provided the Settlement Class Member has not submitted a Request to Opt-Out. Lawyers asserting objections on behalf of Settlement Class Members must: (1) file a notice of appearance with the Court by the deadline set by the Court in the Preliminary Approval Order, or as the Court otherwise may direct; (2) file a sworn declaration attesting to his or her representation of each Settlement Class Member on whose behalf the objection is being filed or file (*in camera*) a copy of the contract between that lawyer and each such Settlement Class Member; and (3) comply with all of the requirements and procedures described in Section 10, including providing all information set forth in Section 10.2. Lawyers asserting objections on behalf of Settlement Class Members also must file a sworn declaration that specifies the number of times during the prior five-year period they have objected to a class action settlement on their own behalf or on behalf of a member of a class. All documents must contain a reference to *Braun v. Dolgencorp LLC d/b/a Dollar General*, Case No.: MID-L-00950-25.

Any Settlement Class Member who fails to object to the Settlement in the manner described in this Settlement Agreement and in the notice provided pursuant to the Notice Plan shall be deemed to have waived any such objection, shall not be permitted to object to any terms of or approval of the Settlement at the Final Approval Hearing, and shall be forever barred from raising any objection to the Settlement or the terms of this Settlement Agreement by appeal or any other means, and shall be bound by its terms.

Any Settlement Class Member who submits a timely written objection is subject to deposition in accordance with Court Rules at the request of Class Counsel or Defendants' counsel, at least five (5) days prior to the Final Approval Hearing.

Any written objection made by a Class Member **must** be sent to the following:

<u>The Court</u>	<u>Counsel for Defendant</u>
Clerk of Court Superior Court of New Jersey Law Division – Middlesex County 56 Paterson Street New Brunswick, NJ 08903	Trent Taylor McGuireWoods LLP Gateway Plaza 800 East Canal Street Richmond, VA 23219-3916
<u>Class Counsel</u>	<u>Class Counsel</u>
Adam Edwards, Esq. Scott Harris, Esq. Milberg Coleman Bryson Phillips Grossman PLLC 900 W. Morgan Street Raleigh, North Carolina 27603	Marc Dann, Esq. Javier Merino, Esq. Andrew Wolf, Esq. The Dann Law Firm, PC 825 Georges Road, 2 nd Floor North Brunswick, NJ 08902 Telephone: (216) 373-0539

Your written objection and supporting documentation must be received by the Court, Class Counsel and Counsel for Defendant by March 2, 2026.

13. WHAT IS THE DIFFERENCE BETWEEN OBJECTING TO AND REMOVING MYSELF FROM (OPTING OUT OF) THE SETTLEMENT?

By objecting, you tell the Court that you want to remain in the Class, but that you disagree with the settlement. **You can object only if you remain in the Class. You may not object first and remove yourself (opt out) later.**

Removing yourself (opting out) is telling the Court that you do not want to be part of the Class and do not wish to participate in the settlement. **If you remove yourself (opt out), you cannot object.** Once you remove yourself from (opt out of) the Class, the case no longer affects you.

14. WHAT WILL HAPPEN AT THE FINAL FAIRNESS HEARING?

At the Final Fairness Hearing, the Court will decide whether or not the settlement is fair, reasonable and adequate, and also whether or not payment of the Class Representative incentive award should be approved. If there are objections, the Court may consider them. The Court will also decide, either at the Final Fairness Hearing or at a subsequent hearing, whether or not payment of Class Counsel's fees and reimbursement of Class Counsel's expenses and costs should be approved.

The Final Fairness Hearing is presently scheduled for March 19, 2026, Superior Court of New Jersey, Law Division – Middlesex County which is located at 56 Paterson Street, New Brunswick, NJ 08903

Unless you wish to object to the proposed settlement, you are not required to attend the Final Fairness Hearing. You are welcome to attend at your own expense. The Court may adjourn the Final Fairness Hearing without further written notice to Settlement Class Members.

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ADDITIONAL INFORMATION

15. WHAT IF MY ADDRESS OR PHONE NUMBER CHANGES?

If your address or phone number has changed, or changes in the future, you should send your new address and telephone number to the Settlement Administrator at the address listed in the answer to Question 11 above. You may also contact the Settlement Administrator by calling 1-844-262-4248 or sending an e-mail to: info@DGPriceSettlement.com.

16. WHERE CAN I GET MORE DETAILS ABOUT THE CASE?

You may obtain copies of the Complaint and other documents filed in this lawsuit during regular business hours from the Clerk of Court for the Superior Court of New Jersey Law Division – Middlesex County, 56 Paterson Street, New Brunswick, NJ 08903. The Clerk of Court Phone Number is 732-645-4300. You will need to provide the name of the lawsuit and the docket number: *Braun v. Dolgencorp LLC d/b/a Dollar General*, Case No.: MID-L-00950-25.

You may also obtain information by contacting Class Counsel or the Settlement Administrator at the numbers identified in Questions 7 and 11.

Do not contact the Court for legal questions or advice.