

Law Office of Lainey Feingold

DISABILITY RIGHTS LEGAL ADVOCACY

Dollar General Point of Sale Press Release

The Dollar General Point of Sale Agreement was negotiated by Lainey and Linda Dardarian using Structured Negotiations on behalf of the American Council of the Blind, the American Foundation for the Blind, and blind Dollar General shopper Lela Behee. In the Dollar General Settlement Agreement, Dollar General agreed to install tactile point of sale devices at all its stores in the United States by January, 2010. Dollar General has already installed the new devices in several stores in Texas, and will begin additional installations in February, 2009. Dollar General has more than 8,000 stores in the United States.

Simplified Summary of this Document

Dollar General's New Point of Sale Equipment Praised by Blind Community

Tactile devices will protect financial privacy

Goodlettsville, TN (December 10, 2008)– Dollar General, one of the nation's largest discount retailers, today announced that it has begun installing new point of sale equipment that will protect the privacy of Dollar General shoppers with visual impairments. The new devices have tactile keys arranged like a standard telephone keypad. They will allow Dollar General shoppers who have difficulty reading information on a touchscreen to privately and independently enter their PIN and other confidential information.

Dollar General has installed the first tactile devices at several stores in Texas. The new equipment will be installed in all of Dollar General's 8,300 stores in the United States in less than eighteen months.

Today's announcement is the result of collaboration between Dollar General and the American Council of the Blind (ACB) and the American Foundation for the Blind (AFB). The organizations praised Dollar General's actions:

Dollar General has recognized that customers with visual impairments should not be asked to disclose their PIN and other confidential information when purchasing products and services. We applaud Dollar General's announcement and recognize the company's leadership in acknowledging the needs of blind shoppers. — *Melanie Brunson, Executive Director of the Washington, D.C. based American Council of the Blind*

Lela Behee, a blind Dollar General shopper from Texas, was excited about the company's

announcement: “I really enjoy shopping at Dollar General, and now feel confident that I can enter my PIN myself, even though I cannot see the touchscreen. I wish more retailers would follow Dollar General’s example.”

Dollar General operates discount stores in 35 states.

Making our stores and services accessible strengthens our mission to serve others. This is another step in meeting our customers’ needs and helping set a higher standard of customer service. — *Kathleen Guion, Dollar General division president of store operations and store development*

About Dollar General

Dollar General is a leading discount retailer with more than 8,300 neighborhood stores. Dollar General helps shoppers Save time, Save money(R) by offering national branded items that are frequently used and replenished such as food, snacks, health and beauty aids, cleaning supplies, basic apparel, house wares and seasonal items at everyday low prices in convenient neighborhood stores. Dollar General is among the largest retailers of top-quality products made by America’s most trusted manufacturers such as Procter & Gamble, Kimberly-Clark, PepsiCo, Unilever, Kellogg’s, General Mills, Nabisco and Fruit of the Loom.

About American Council of the Blind (ACB)

American Council of the Blind is a national consumer-based advocacy organization working on behalf of blind and visually impaired Americans throughout the country with members organized through seventy state and special interest affiliates. ACB is dedicated to improving the quality of life, equality of opportunity and independence of all people who have visual impairments. Its members and affiliated organizations have a long history of commitment to the advancement of policies and programs which will enhance independence for people who are blind and visually impaired. More information about ACB can be found by visiting www.acb.org.

About American Foundation for the Blind (AFB)

The American Foundation for the Blind (AFB) is a national nonprofit that expands possibilities for people with vision loss. AFB’s priorities include broadening access to technology; elevating the quality of information and tools for the professionals who serve people with vision loss; and promoting independent and healthy living for people with vision loss by providing them and their families with relevant and timely resources. AFB is also proud to house the Helen Keller Archives and honor the over forty years that Helen Keller worked tirelessly with AFB. For more information visit www.afb.org.

CONTACTS:

For Dollar General

Tawn Earnest
615-855-5209
tearnest [at] dollargeneral.com

For the ACB and AFB

American Foundation for the Blind
Adrianna Montague-Gray
Tel. (212) 502-7675

American Council of the Blind
Melanie Brunson
Tel. (202) 467.5081

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