

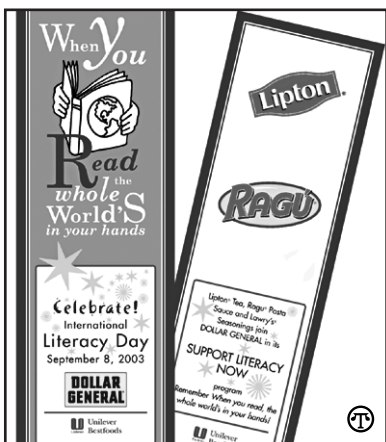


BOOK NEWS & NOTES

Free Bookmark

(NAPSA)—If you're getting ready to curl up with a good book, you may want to pick-up a free bookmark.

Ragu® Pasta Sauce and Lipton® are teaming up with Dollar General Stores to promote literacy under the banner "When you read, the whole world's in your hands..."



When you read the whole world's in your hands—and maybe a free new bookmark.

The first 100 consumers at more than 6,400 Dollar General Stores may receive a free bookmark.

"Ragu® Pasta Sauce and Lipton® lead Unilever Bestfoods' support for Dollar General's commitment for Literacy," commented Clark Woodman, Manager, National Channel Marketing, Unilever Bestfoods. "Dollar General stores serve as resources and reminders that reading and learning to read leave a permanent imprint in your life."

International Literacy Day is sponsored by UNESCO. Dollar General, a proud supporter of literacy initiatives since 1939, has awarded over \$550,000 in grants to non-profit literacy providers serving over 15,000 individuals since the beginning of the year.