

**Apple iPhones will be sold for only 99¢ to the First Nine Customers at the
25th Anniversary Celebration of the first 99¢ Only Stores[®]
on Thursday, August 9th, 2007**

Commerce, Calif., August 3, 2007 – Apple iPhones will be sold for only 99¢ to the first nine customers at the 25th Anniversary Celebration of the first 99¢ Only Stores[®] on Thursday, August 9th, 2007. That's right, an Apple iPhone - \$500 value - will be sold for only 99¢, to emphasize that for twenty-five years, 99¢ Only Stores[®] has never sold anything for more than 99¢ or raised its price! There is a limit of one iPhone per family/ household and this special sale will only occur at the first 99¢ Only Stores[®] located in Westchester, CA at 6854 La Tijera Boulevard.

The opening of the first 99¢ Only Stores[®] at 6854 La Tijera Boulevard in the Westchester area of Los Angeles, CA, marked the beginning of a new industry and was the first store where everything was 99¢! Join 99¢ Only Stores[®] founder and chairman, Dave Gold and his wife, Sherry Gold, along with our very first customer and employees who have been with the company since 1982. Invitees include Governor Arnold Schwarzenegger, Mayor Antonio Villaraigosa, and Tyra Banks.

After the iPhones, the next 99 customers at the Westchester store can purchase a scooter for 99¢ only. The following 99 customers can buy a large glass vase - a \$29.99 value - for 99¢ only! The next 999 customers can buy an official Year 2000 Millennium 36-pin collector's edition set for 99¢ only! These amazing deals don't stop here.

The next day on Friday, August 10th, the first 99 customers can buy a Day Runner 8.5" x 11" professional organizer - a \$29.99 value - for 99¢ only! On Saturday, August 11th, the first 99 customers can buy a Brilliant Beginnings parent kit that includes toddler guidebooks plus two music CD's - a \$24.99 value - for 99¢ only! On Sunday, August 12th, the first 99 customers can buy a Friends[®] four-pack VHS movie set - a \$19.99 value - for 99¢ only!

On Monday, August 13th, the first 99 customers can buy a twelve-piece cup and saucer set - a \$14.99 value - for 99¢ only! On Tuesday, August 14th, the first 99 customers can buy an insulated Igloo Lunch Mate lunch bag - a \$9.99 value - for 99¢ only! On Wednesday, August 15th, the first 99 customers can buy a pair of Innovage automatic/cordless powered scissors - a \$19.99 value - for 99¢ only!

99¢ Only Stores[®] is the nation's oldest existing one-price retailer. 99¢ Only Stores[®] is celebrating 25 years of selling *Everything, Everyday* for 99¢ only in its 253 clean, attractively merchandised stores located in California, Texas, Arizona and Nevada. The company's New York Stock Exchange symbol is NDN.

Note to Editors: 99¢ Only Stores® news releases are available at www.99only.com.

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