



For Immediate Release

May 17, 2017

Contact:

Mona Golub
Price Chopper
518-379-1480

Jon Pierce, APR
Pierce Communications
518-427-1186

NEWS RELEASE

KINGSTON, PA MAN AWARDED \$100,000 GRAND PRIZE IN PRICE CHOPPER AND MARKET 32'S BAGS2RICHES CONTEST

Caption: From L. to R., Glen Bradley, Golub Corporation Group VP of Marketing and Business Intelligence; Menachem "Mendy" Majesky, Bags2Riches 2017 Grand Prize Winner; Trevor Sulcoski, Edwardsville Price Chopper Store Manager; and Mona Golub, Golub Corporation VP of Public Relations and Consumer Services celebrate Mendy's win.

(Edwardsville, PA) Last Friday, the grand prize of \$100,000 in the 2017 Price Chopper and Market 32 Bags2Riches contest was awarded to Kingston, Pennsylvania's Mendy Majesky. A small reception was held in his honor at the Price Chopper at 180 Narrows Shopping Center in Edwardsville, where he does his regular shopping.

Majesky collected tickets with the help of his wife and young children, who enjoyed gluing the stickers into the contest booklet. However, it was his online entry which brought him the grand prize. When asked about his plans for the winnings, Mejesky said that since his family had just moved to the area less than a year ago, they are happy to have the resources to pay some house expenses, and then they plan to make donations to various charities.

"Congratulations to the Majesky family! It's a thrill to award the grand prize of our Bags2Riches promotion to a loyal Price Chopper shopper, like Mendy", said Mona Golub, vice president of public relations and consumer services. "Sometimes, people are doubtful as to who wins contests like these, but we've had winners of significant prizes in each of the six states in which we operate. Bags2Riches has been a fantastic promotion, both for us and for the nearly 200,000 of our customers who participated and won prizes."

The Bags2Riches Giveaway contest ran through March 25, 2017. For every \$25 spent using an AdvantEdge card at any of the 136 Price Chopper and Market 32's located throughout the northeast, shoppers received one game ticket. There were three ways to win -- the first, one in every four tickets was an instant winner



and revealed a prize; the second, some tickets revealed a special PIN that could be registered online to win; and the third way to win was to collect related stickers within a specific category.

Prizes included cash of up to \$1 million, a new Cadillac XT5 SUV, a Kitchen Makeover, a luxury cruise, a hot tub, free groceries for a year, free gas for a year, Price Chopper and Market 32 gift cards, or free/discounted food prizes.

More than \$6 million in prizes and discounts were available. More than 700,000 Instant Win game tickets were redeemed by customers and more than 2.7 million PINs were entered online.

###

About The Golub Corporation: Based in Schenectady, NY, the Golub Corporation owns and operates 136 Price Chopper and Market 32 grocery stores in New York, Vermont, Connecticut, Pennsylvania, Massachusetts and New Hampshire. The American owned, family-managed company prides itself on longstanding traditions of innovative food merchandising, leadership in community service, and cooperative employee relations. Golub's 20,000 teammates collectively own more than 44% of the company's privately held stock, making it one of the nation's largest privately held corporations that is predominantly employee-owned. For additional information, visit www.pricechopper.com