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**Price Chopper Supermarkets Celebrates its 75th Anniversary,
Inspired by the Past and Focused on the Future**

Four generations of one family. Twenty-four thousand extended family members. Seventy-five years. From humble beginnings in the 1930's as Golub's Cash and Carry, the brainchild of Russian immigrant Lewis (Leib) Golub to the Public Service Market/ Central Market concept developed by his sons Ben and Bill to what is known today as Price Chopper Supermarkets, one of the nation's most progressive supermarket chains, the illustrious history and promising future of this growing American-owned, family-managed Northeastern-based chain merits celebration. And all are invited to join in.

With 116 stores in six states, an army of 24,000+ associates who collectively own more than 50% of the company and sales in excess of \$3 billion, Price Chopper continues to be a fiercely successful competitor in an industry where few family-managed businesses survive.

September 30 kicks off a public celebration of Price Chopper's 75th anniversary that will span six weeks, extending through November 10. A special 75th anniversary logo has been designed that will be used in television and print advertising as well as on in store signage and associate apparel.

Each of the six celebratory weeks, as abbreviated below, will focus on a theme, supported by a detailed public and media relations effort, special content in the weekly ad, marketing and advertising vehicles, unique in-store signage, merchandising and special promotions in the community.

Week I, September 30, 2007

A Family in Business

As one of only a handful of 3rd and 4th generation families in the national grocery business today, the Golub family is careful to define themselves as a 'Family *in* Business', making clear the distinction that the business is bigger than the family and that decisions are based on what will benefit the company, its associates and its customers. The success of the business, as built on this foundational philosophy, has attracted and retained many long term Price Chopper associates over the years who have brought their family members into the fold, creating what the Golubs refer to as 'extended family'. In fact, more than 50% of the company is

owned by its associates, a statistic that consistently ranks Price Chopper amongst the top 5 national family-run companies that share predominant ownership with company associates.

Week II, October 7, 2007

Private Label – The Price Chopper Brands

A bona fide industry leader in the development of private label brand products for more than 30 years, Price Chopper now boasts an upscale line of *Central Market Classics* products that pay homage to the company's history, an economy line bearing the *Always Save* label and a fast-growing organic line of products called *Price Chopper Naturals*, in addition to the widespread, highly developed line of *Price Chopper* brand products that appear throughout the store. The specifications and package design for all of these products are created, developed and managed "in house", making for a unique and collaborative focus on excellence that has garnered Price Chopper Supermarkets numerous industry awards.

Week III, October 14, 2007

Community

Price Chopper's commitment to community stems from the philosophy of company founders, Ben and Bill Golub, who believed not only that "what goes around, comes around", but that "by helping someone else up to the top of the mountain, you end up closer to the top yourself".

Support for promotions and special events that build and nurture community as well as charitable contributions made by the Golub Foundation to a wide variety of causes and life-sustaining organizations, have become a hallmark of Price Chopper Supermarkets and earned the company industry as well as national recognition.

Week IV, October 21, 2007

Associate Longevity

Many Price Chopper associates who have made their lifelong careers with the company will share their stories and recollections.

Week V, October 28, 2007

Innovation

Given that Lewis Golub and his sons Ben and Bill were supermarket industry pioneers, they built the business from the ground up, relying on human values, instinct, vision and an insatiable thirst for innovation. After establishing the forerunner of today's global Food Marketing Institute (FMI) back in 1937, Ben and Bill continued to invest in new ideas, products and equipment. The company has since led the industry with hundreds of varied initiatives and concepts including: S&H Green Stamps, product "discounting", the Empire State Red Label Egg, 4H 'buy back' and other 'locally-grown' programs, 'Open 24 Hours', self-scanners, recycling, electronic check conversion, wind power, Healthy U, 'green' construction and a proliferation of Natural and Organic product, just to name a few.

Week VI, November 4, 2007

Growth Plan

In order to thrive in this very competitive industry, vision-based growth for the future is essential. Stay tuned for some detail with regard to Price Chopper's vision for the future.

Other promotions and events that will be taking place during the 75th Anniversary celebratory period include:

- **Price Chopper Pantry Patrol**

To ignite excitement in the hearts of all customers, Price Chopper is bringing back its most dynamic, one-of-a-kind, promotion that rewards customers for their purchase of Price Chopper brand products.

Consumers enter to win with the simple swipe of their Price Chopper AdvantEdge Card through the red laser beam of the iSaveToday kiosk at the front of the store. Winners will be chosen electronically to receive an unscheduled visit from the Pantry Patrol that will reward possession of a Price Chopper AdvantEdge Card with \$750 and offer up an addition \$75 for each and every Price Chopper brand product or wrapper found in the house up to \$7,500!

- **Price Chopper Brand Products Sell to Fight Breast Cancer**

In an effort to connect the 75th Anniversary celebration to breast cancer research - one of the major charitable causes that the company supports - Price Chopper has incorporated a "nickel-back" program on 5 million packages of more than a dozen of its most popular private label brand items bearing a 75th anniversary logo, in anticipation of donating a nickel for each one sold, or \$250,000 total, to the cause.

This incremental commitment adds to the company's multi-site flagship sponsorship of the Making Strides Against Breast Cancer Walk, support for the 100 Miles of Hope Walk, The Susan B. Komen Race for the Cure, cause-marketing initiatives in the stores – a compilation CD entitled "Music for Life", 'Hope'-scented pink votives and floral arrangements that raise funds and awareness for the cause, support for the Mobile Mammography Van and naming gift behind the state of the art Neil & Jane Golub Breast Care Center at Bellevue Hospital in Schenectady, NY.

- **Stainless Steel 75th Anniversary Travel Mugs,**

Specially designed with the 75th Anniversary logo on them, high quality stainless steel travel mugs will be sold, while supplies last, for \$6.99 and refilled for only 32 cents (in commemoration of the company's founding year - 1932) until the end of 2007. From January 2008 forward, refills will cost only 75 cents each.

- **Free Cake and Coffee**

Free cake and coffee will be offered in each store's Bakery Department to all who wish to partake from 12 noon-2PM on Saturday and Sunday, October 20 and 21 and November 10 and 11.

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