

**FOR IMMEDIATE RELEASE: October 31, 2009**

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**Price Chopper Voluntarily Recalls Ground Beef dated 9/17/09 - 10/5/09**

Schenectady, NY: Price Chopper Supermarkets is voluntarily recalling select packages of USDA ground beef with expiration dates of September 16 through October 5, 2009 based upon information from USDA and Fairbank Farms - a supplier to several chains in the Northeast that is believed to have distributed beef containing possible E. Coli 0157:H7 contamination.

The varieties of ground beef in question are:

Ground round  
Ground sirloin  
80% lean ground beef  
80% lean chili meat  
93% lean grind  
96% lean grind  
Meat loaf mix

(\*Neither ground chuck nor any Certified Angus ground beef is a part of this recall.)

Consumers are encouraged to check their freezers for these varieties of ground beef bearing the dates listed above and to return any that are found to the most convenient Price Chopper store for a full refund. Consumers seeking more information should call Fairbank Farms, the supplier that initiated the recall, at 1-877-546-0122, visit [www.pricechopper.com](http://www.pricechopper.com) or call the Price Chopper Customer Call Center at 800-666-7667, option 3, M-F, 8:30am to 5pm.

In addition to alerting the media, Price Chopper has initiated its Smart Reply notification program, which uses purchase data and consumer phone numbers on file in connection with the company's AdvantEdge (loyalty) card to alert those households that may have purchased the product in question.

E.coli 0157:H7 is an organism that can be destroyed by cooking ground beef to an internal temperature of 160 degrees F. This cooking method should always be used for consumer protection.

