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**PRICE CHOPPER AND NYSERDA PARTNER
TO BREAK GROUND ON ONE OF NATION'S MOST
ENVIRONMENTALLY FRIENDLY FOOD STORE**

*New Colonie Store to Generate 60% of Own Power
Using UTC Power Fuel Cells; Will Be First Supermarket in New York State
to be LEED® Certified by the US Green Building Council*

(ROTTERDAM, NY) Price Chopper Supermarkets, a Golub Corporation company, has broken ground on a new store in Colonie, NY that will be the first LEED certified supermarket in the State of New York.

“As responsible corporate citizens, we continually look to incorporate the most efficient and environmentally sound practices into our business, for the sake of our customers, associates and the communities in which we operate,” said Neil Golub, Price Chopper president and CEO. “Today, we are proud to unveil plans, right here in our hometown region, for a Price Chopper supermarket that sets a new standard for environmental design, construction and functionality within our industry. We have worked diligently with progressive partners in the business sector and government to incorporate the latest and best energy efficient technology and construction practices into the environment that we are creating around the vital fresh foods, packaged products and services that we offer,” he added.

The 69,000 square foot store and pharmacy will be located at 1892 Central Avenue, in the same (Colonie) plaza as an existing Price Chopper store which will be closed upon opening of the new store. The new store's opening is tentatively scheduled for Spring of 2009.

Price Chopper partnered with the New York State Energy Research Development Authority (NYSERDA) throughout the planning of the project. The state-of-the-art store will serve as a prototype for future Price Chopper supermarkets that will implement green building improvements. NYSEDA will provide incentives through the New Construction Program, which will enhance the economic and environmental performance of the building.

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The new store was designed and will be constructed to meet or exceed US Green Building Council LEED® (Leadership in Energy Efficient Design) standards to minimize impact on the environment and natural resources.

LEED-certified buildings:

- Maximize energy efficiency
- Lower operating costs
- Reduce waste sent to landfills
- Conserve energy and water
- Ensure healthier and safer environments for associates and customers
- Reduce harmful greenhouse gas emissions
- Demonstrate an owner's commitment to environmental stewardship and social responsibility

“The partnership between NYSERDA and Price Chopper shows a shared commitment to energy efficiency and a sustainable energy future,” said Robert G. Callender, Vice President for Programs at NYSERDA. “This project will allow Price Chopper to use the new supermarket as a way to educate customers about the benefits of environmental sustainability. The implementation of green measures in new supermarkets will help Price Chopper further meet Governor David Paterson’s goal of reducing statewide electric consumption by 15 percent by 2015 and drive home the message to customers that we can all do our part to better the environment and reduce energy consumption.”

In addition, Price Chopper has selected UTC Power, a United Technologies Corp (NYSE:UTX) company to provide highly energy efficient fuel cell technology to generate approximately 60 percent of the store’s power needs. Fuel cells are one of the cleanest and quietest power-generating technologies in the world today; producing electricity, heat and water electrochemically.

The fuel cell also will be capable of providing 400kW of standby power if there’s a grid failure, enabling the store to operate without disruption. “Our PureCell® system will allow Price Chopper to ensure a reliable food supply for customers and protect against costly food spoilage if the grid does go down,” said Ken Fox, UTC Power vice president of on-site power solutions.

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“We set out to design and build a store that would be world-class and would demonstrate our leadership and concern for the environment and energy efficiency. Throughout our planning and now, as we head into construction, we are doing everything possible to make this store an example for how businesses should operate,” said Golub.

The environmental initiatives at the store also include such measures as:

- Recycling more than 75% of construction waste (rather than disposing of it in landfills or incinerators)
- Designing the use of natural lighting throughout the store to reduce electrical consumption
- Utilizing green building materials throughout the store to reduce energy usage and the need for certain cleaning fluids and paints
- Obtaining (where available) local construction materials to minimize environmental impacts from transportation
- Installing state-of-the-art refrigeration equipment to minimize ozone depleting refrigerant charges (in the event of a leak)
- Recovering the heat from the refrigeration system and reusing it for space heating
- Recycling waste produce from trimming through a hydrator process which reduces the produce to “water” and eliminates waste from being transported and disposed of at landfills
- Utilizing high efficient, low energy lighting systems throughout the store and in exterior signage

According to the U.S. Department of Energy, buildings consume more energy than any other sector of the U.S. economy. To reduce adverse environmental impact of buildings, high efficiency measures are becoming increasingly more important today. Green building practices promote energy efficiency, healthy indoor environments, and resource conservation. This is achieved by using less energy, requiring fewer natural resources, and producing lower emissions.

Through the construction of the new supermarket, Price Chopper will recognize the economic and environmental benefits of high efficiency buildings. Since green buildings incorporate practices that significantly reduce adverse environmental impacts, Price Chopper will be able to reduce waste and harmful emissions. Additionally, the green measures will improve the indoor air quality of the supermarket, making it a healthier place to work and to shop.

“We believe that our customers want a complete shopping experience that allows them to purchase the best food products available at the lowest prices and if they can do that while supporting our environment, everyone wins,” said Golub.

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About Price Chopper

Based in Schenectady, NY, the Golub Corporation owns and operates more than 100 Price Chopper grocery stores in New York, Vermont, Connecticut, Pennsylvania, Massachusetts and New Hampshire. The family-owned company prides itself on longstanding traditions of innovative food merchandising, leadership in community service, and cooperative associate relations. More information about Price Chopper is available by visiting www.PriceChopper.com

About NYSERDA's New Construction Program

NYSERDA's New Construction Program offers technical assistance to developers, architects, and engineers for the design and construction of high performance buildings and green buildings. By partnering with NYSERDA early-on in the design and development stages of a large building project, such as Price Chopper, customers can achieve US Green Building Council's LEED[®] certification as well as applicable New York State Tax Credit eligibility. For more information on NYSERDA's New Construction or Green Buildings Programs, visit www.nyserda.org.

About UTC Power

UTC Power, a United Technologies Corp. (NYSE:UTX) company, is a full-service provider of environmentally responsible power solutions. With 50 years of experience, UTC Power is the world leader in developing and producing fuel cells for on-site power, transportation, space and defense applications, as well as a leader in innovative, renewable energy solutions and combined cooling, heating and power solutions for the distributed energy market.