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***** MEDIA ADVISORY *****

**HOLIDAY GIFT GIVING CHANGES FOREVER
AS GIFT CARD PURCHASES NOW COUNT
TOWARD PRICE CHOPPER'S
FUEL ADVANTEDGE PROGRAM!**



AVAILABLE FOR COMMENT FROM PRICE CHOPPER ARE:

- Peter Cobuzzi, Vice President of Marketing
- Mona Golub, Vice President of Public Relations and Consumer Services

November 2, 2009 – Holiday gift giving is about to change forever, as Price Chopper has announced that the purchase of national brand gift cards will now earn consumers points toward their wildly popular Fuel AdvantEdge program. Now, those who give a gift can get a gift for themselves!

As one way of being helpful for the holidays, Price Chopper offers shoppers the opportunity to purchase gift cards for up to 50 retailers and service providers at their stores throughout the Northeast, and now, those who use their AdvantEdge cards when they purchase these gift cards, will automatically be able to save the next time they fill up at the gas station. According to the National Retail Federation, shoppers spent \$24.9 billion on gift cards during the holidays in 2008. This year, Price Chopper is giving these shoppers a reward.

The Price Chopper AdvantEdge Card, which has long offered consumers savings on groceries, general merchandise and tickets to community events, also connects consumers to 'Fuel AdvantEdge' the progressive chain's ongoing, cumulative savings/reward program that provides 10¢/gallon discount on gasoline purchases for every \$50 of groceries purchased (20¢/gallon on \$100 purchased, 30¢/gallon on \$150 purchased, etc.). Unlike other reward programs, consumers can accumulate their points/dollars spent across a 60-90 day timeframe and cash in on their gasoline discount for up to 20 gallons at their convenience, turning saved dimes into dollars.

And now that Price Chopper has chosen to include gift card purchases in the program, the savings will add up for shoppers even faster. Want to buy your kids the latest toys, video games and electronics for Christmas? Stop by Price Chopper and pick up Best Buy or Toys 'R Us gift cards first, then do your shopping in their stores or online. For every \$100 worth of gift cards you buy when using your AdvantEdge card you'll save \$.20 per gallon the next time you fill up your car.

Plan on giving your mom or sister Bath & Body Works beauty products? Price Chopper has you covered, with gift cards that will save you cash on your gas!

But the savings don't stop with just gift giving. Price Chopper offers gift cards for Southwest Airlines, American Airlines and Marriott Hotels & Resorts, as well. So, if you're planning travel that takes you beyond "over the river and through the woods," your flights and hotel purchases can count toward Fuel AdvantEdge, too!

A full list of retailers and service providers whose gift cards are available at Price Chopper follows, and more information on the Fuel AdvantEdge program can be found online at www.PriceChopper.com.

For more information about Price Chopper's Fuel AdvantEdge program , or to speak with representatives from Price Chopper about the inclusion of gift cards in the program, please contact Jared Sharpe of Planned Television Arts at 413-325-8296 or sharpej@plannedtvarts.com

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PRICE CHOPPER OFFERS GIFT CARDS FOR THE FOLLOWING RETAILERS AND SERVICE PROVIDERS AT THEIR STORES THROUGHOUT THE NORTHEAST (SUBJECT TO CHANGE AND AVAILABILITY)

Aeropostale	Macy's
American Airlines	Marriott
American Express	MLB Gift Card
Applebee's	NBA Gift Card
Babies-R-Us	NE Patriots
Baby GAP	NFL Shop
Banana Republic	Ninety-Nine
Barnes & Noble	NY Giants
Bath & Body Works	Office Max
Bed Bath & Beyond	Old Navy
Best Buy	Olive Garden
Blockbuster	PetSmart
Bon Ton	Pizza Hut
Cheesecake Factory	Pottery Barn
Christmas Tree Shop	Pottery Barn Kids
Cold Stone	Red Lobster
Cracker Barrel	Regal Cinema
Ebay	Sears Blue
Foot Locker	Sears Craftsman
GAP	Southwest Airlines
GAP Kids	TGIFriday's
Home Depot	TicketMaster
Itunes	TJ Maxx
Joann's	Toys-R-Us
Kohl's	Visa
LL Bean	

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