

FOR RELEASE IMMEDIATELY  
November 11, 2007

PRICE CHOPPER CELEBRATES ITS GRAND REOPENING  
IN MALTA, NY

*Flag Raising Ceremony Held in Honor of Veteran's Day*

At 8:30am, today, Sunday, November 11<sup>th</sup>, the Ballston Spa VFW Post 358 raised the American Flag accompanied by Ballston Spa High School band members playing the National Anthem. The location, Price Chopper's newly expanded Market Center at 1 Kendall Way, Malta, NY. Neil Golub, President & CEO for Price Chopper along with other Price Chopper officials, John Nigro, developer, Malta town dignitaries and shoppers were in attendance for the ceremony.

The new store boasts an additional 23,000 sq. ft. of sales floor space allowing new offers and expanded departments. The expansion began in early May of this year. The expansion has created 90 new full and part-time jobs.

Neil Golub expressed his enthusiasm when referring to the newly expanded and remodeled store, "We are confident that consumers here will appreciate the superior quality and value of what Price Chopper has to offer. We are truly committed to continue to bring 'the best in fresh...and low prices' to Malta."

As shoppers enter the store, to their immediate left is the bigger and better bagel factory. Authentic New York City style bagels made fresh from scratch, boiled and then baked throughout the day, 7 days a week. Customers can enjoy over 20 delicious varieties of bagels and over 12 varieties of Price Chopper's own fresh-made cream cheese.

A new full service Sushi department has been added and offers pre-wrapped or prepared while you wait Sushi. The Seafood department has doubled in size to offer a wider variety of frozen seafood and fresh seafood.

The food service area has added a new soup & salad bar, a hot buffet, which features American, Italian and Asian foods and a coffee shop. In addition, customers can have a made to order sandwich or salad during the hours of 11am-8pm daily. The Deli and Specialty Cheese Shop have been expanded allowing more variety.

Also new to the store is Artisan Bread and Sweet Decadent treats in the Bakery department. The over 25 varieties of Artisan Bread are made from scratch and baked fresh daily. In time for the holidays, cookie, pastry and cannoli platters can be ordered in-store, online or by calling 1 (800) 666-7667.

More seating has been added to the Central Market Café along with an exit door to a brand new outside seating area.

A new Citizen's Bank branch which will be located at the front of the store, plans to open for business in 2 to 3 weeks.

Activities throughout the day:

- FREE American flags were given out to the first 150 customers
- FREE cake and small coffee to shoppers
- 9:00am music by Skip Parson's Clarinet Marmalade
- 11:00am – 3:00pm bbq lunch with a \$2 donation and a \$1 raffle to win an American Flag

All monies raised were given to the Ballston Spa VFW Post 358.

Based in Schenectady, NY, the Golub Corporation owns and operates 116 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 employee relations. Golub's approximately 24,000 associates collectively own 51% of the company's privately held stock. For additional information, visit [www.pricechopper.com](http://www.pricechopper.com).

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