

FOR IMMEDIATE RELEASE
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“Kids Corner” & “Bedazzled” Rose Bouquet
Exclusively At Price Chopper
Give Your Sweetheart the Very Best

Schenectady, NY. ... In addition to offering that which you would expect to find in a supermarket for Valentine’s Day – cards, candy, plush toys, ingredients for a romantic dinner and sweet baked goods for dessert – Price Chopper Supermarkets has once again added some exclusive offers that play to the heartstrings for 2008. Among them are the “Kids Corner” and the “Bedazzled” rose bouquet. The rose bouquet is among a large assortment of flowers that Price Chopper offers which are fresher and longer lasting than flowers sold elsewhere. They are the best in fresh.

New this year to Price Chopper is the “**Kids Corner**”, featuring two floral bouquet styles at an appealing price. Along with fresh arrangements and other offers, these special bouquets will be available for parents to present as Valentine’s gifts to their children, or for children to purchase and give to their parents, grandparents, teachers, and other important people in their lives.

Also, new this year, for the romantic buyer, is the “**Bedazzled**” rose bouquet. A 3-stem rose bouquet featuring dazzling gems tucked into the center of the roses. The perfect bouquet to place a real dazzling gem for that special someone in your life!

A quick checkout lane dubbed the “**Lover’s Lane**” is another Price Chopper exclusive. This lane is totally devoted to all customers Valentine’s Day purchases. It will be open Tuesday, February 12th through Thursday, February 14th (Valentine’s Day) from 8am –8pm.

February’s Rose of the Month features “Soft Pinks” and is available in a 6-stem bunch. This program is now in its fourth year, and has proven to be very popular with Price Chopper customers. “Last year around half of rose gifts were traditional red. This year, given the spectrum of colors available, I expect the percentage to be 50% traditional versus 50% modern,” said Jon Strom, Price Chopper’s VP of Floral and Lifestyle Merchandising..

As in the past, **Central Market Florists’** more than 200 Certified Designers will be designing custom bouquets and arrangements to suit all tastes and budgets. The designs produced by Central Market Florists have made Price Chopper an FTD Top Member, and the leading wedding floral company in the Northeast. Flowers can be sent around the world by visiting Price Chopper stores, by calling 1 877 712-ROSE (7673) or by visiting www.pricechopper.com.

Other popular Valentine's Day items annually featured throughout the store by Price Chopper include: floral combination packages, greeting cards, plush toys, hand-dipped chocolate-covered strawberries, lobster tails, candy, and Sweet Decadent desserts. Flowers and a gift card are an easy way to say I Love You. Cards to your favorite stores can be found on the display in the front of all Price Chopper stores.

For more information, contact Barbara L. Page, Manager of Community & Public Relations at (518) 379-1294 or (518) 379-1390.