



FOR IMMEDIATE RELEASE

CONTACT: Beth Choike
GatesmanMarmionDrake+Dave
bchoike@gmdadv.com
412-381-5400 x117

SHOP 'N SAVE[®] NOW OFFERING FREE HAMS THROUGH MARCH 24
Customers Earn Additional Savings with Perks Card Just in Time for Easter

PITTSBURGH, Pa. – March 5, 2010 – The independently owned and operated SHOP 'N SAVE[®] stores are now offering customers, who use their SHOP 'N SAVE Perks card to purchase groceries from now until March 24, 2010, the opportunity to receive a free half or whole Sugardale ham just in time for Easter.

The SHOP 'N SAVE Ham Promotion will allow shoppers to save even more for the holiday. For every \$250 spent during the four-week period, customers who use their SHOP 'N SAVE Perks card will receive a free Sugardale Semi-Boneless half ham. Customers who spend \$450 or more will earn a free Sugardale Semi- Boneless whole ham.

“SHOP 'N SAVE was pleased to be able to offer Free Turkeys during the Thanksgiving season and now, we are pleased to offer a free Sugardale ham just in time for Easter,” said Bill Lipsky, area sales director for SUPERVALU, which supplies the independently owned and operated SHOP 'N SAVE stores.

Customers can receive their free ham beginning March 25 through April 4, 2010.

The SHOP 'N SAVE Sugardale Ham Promotion is available at all store locations. For more information, visit www.shopnsavefood.com or see store associate for details.

About SHOP 'N SAVE[®]:

There are more than 70 independently owned and operated SHOP 'N SAVE stores in western Pennsylvania, eastern Ohio, and West Virginia. SHOP 'N SAVE offers customers everyday low prices on name brand and private label products. For more information, visit www.shopnsavefood.com.

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