

SHOP 'n SAVE

FOR IMMEDIATE RELEASE

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PITTSBURGH VINTAGE GRAND PRIX GENERATES \$110,000 FOR CHARITIES

*--Presented by SHOP 'n SAVE®, Benefits Autism Society of Pittsburgh
and Allegheny Valley School--*

Pittsburgh, Pa. - Oct. 27, 2009 - The annual Pittsburgh Vintage Grand Prix (PVGP), presented by SHOP 'n SAVE, raised \$110,000 in July through sponsorships, merchandise sales and driver entries. The funds were awarded on Oct. 21 during a check presentation at the Allegheny Valley School, and will be divided equally between the Autism Society of Pittsburgh and Allegheny Valley School.

SHOP 'n SAVE has been presenting sponsor for nine years, contributing to the overall \$2.5 million raised by the PVGP since 1983. In anticipation of the event, participating stores sold "Help Us Get to the Finish Line" license plates upon checkout and were displayed on the walls of the stores. The license plate program initiated a friendly competition between the stores and raised \$11,800. In addition to the donations from generous customers, SHOP 'n SAVE hosts a hospitality tent each year that offers free food, drinks and live entertainment throughout the week of the event.

"SHOP 'n SAVE has a lot of fun at the Pittsburgh Vintage Grand Prix, but the main focus is raising money for the charities," said Rich Haeflein, advertising account manager for SUPERVALU, which supplies the independently owned and operated SHOP 'n SAVE stores. "We're committed to a long tradition of service and would like to officially announce the company's participation in the 2010 Grand Prix."

The annual, week-long summer event drew more than a quarter million car enthusiasts to Schenley Park in Oakland and honored BMW as the official 2009 Marque of the Year. The PVGP is one of only 18 events sanctioned by the Vintage Sports Car Club of America. For more information, visit www.pvgp.org.

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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