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SHOP 'N SAVE® PERKS ONLINE DELIVERS DIGITAL COUPONS FOR SHOPPERS' EVERYDAY NEEDS

Loyalty Perks Card Provides Added Value and Additional Savings in the Store

PITTSBURGH, Pa. – September 24, 2009- Locally owned and independently operated grocer SHOP 'n SAVE announced today *SHOP 'n SAVE Perks Online*, which will be the grocer's completely clip-less and all-digital coupon service. Beginning Sept. 24, customers who are existing Perks card members will be able to log on to www.shopnsavefood.com, register for SHOP 'n SAVE Perks Online by updating their personal profile, and begin saving even more on groceries while continuing to save on gas.

SHOP 'n SAVE's Perks Online enables shoppers to get only the coupons that they want, on the items they buy most, by digitally saving coupons to their card. The savings will automatically be deducted at checkout – without clipping. Card members can also sign up to receive SHOP 'n SAVE e-mail alerts that make them the first to know about exclusive deals and shopper events.

“We're committed to making shopping easier and even more affordable,” said Bill Lipsky, area sales director for SUPERVALU, which supplies the independently owned SHOP 'n SAVE stores. “Adding electronic discounts to the existing Perks Program is just another way we bring even more value to our customers each and every day. Card members will also continue to save on fuel by earning 10 cents off per gallon for every \$50 spent on groceries at participating Sunoco, SHOP 'n SAVE Express, and BP locations.”

Existing Perks members need to simply register their card number online. New members can apply online or by filling out the Perks Program's brochure application in any local SHOP 'n SAVE store. Once registered, and for a limited time only, customers are entered to win a SHOP 'n SAVE shopping spree or \$100 gift cards for gas and groceries.

The digital coupon program is the result of a partnership between SHOP 'n SAVE and YOU Technology, a digital promotions platform provider based in Delray Beach, Fla.

The Perks loyalty reward program is available only at SHOP 'n SAVE. On the Web, visitors can check the weekly circular, search for recipes, receive health and wellness information, news articles and connect to the official SHOP 'n SAVE Facebook profile.

About SHOP 'n SAVE:

Locally owned and operated, SHOP 'n SAVE currently operates 70+ supermarkets within 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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