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SHOP 'N SAVE® OFFERS FREE TURKEYS FOR THANKSGIVING *Customers Searching for Holiday Deals Can Find Just Right Savings at Local Grocer*

PITTSBURGH, Pa. – Oct. 14, 2009 – SHOP 'n SAVE announced today that customers who use their Perks card to purchase \$250 or more in groceries between Oct. 15 and Nov. 18 can receive a free turkey just in time for Thanksgiving.

Now shoppers will have even more ways to save big for the holidays with SHOP 'n SAVE's Turkey Promotion. For every \$250 spent during the four-week period, customers who use their Perks card will receive a certificate for a free Honeysuckle, Grade-A Frozen Turkey of up to 14 pounds or an equal-value voucher can be applied toward a larger turkey.

“SHOP 'n SAVE stores are always looking for ways to provide the best value in the products they sell and the services they provide,” said Bill Lipsky, area sales director for SUPERVALU, which supplies the independently owned and operated SHOP 'n SAVE stores. “For customers to receive free turkeys just by doing what they already do is an added savings.”

In addition, customers who register their Perks card online by October 21 will also be eligible to win a SHOP 'n SAVE shopping spree or \$100 gift cards for gas and groceries when they shop at SHOP 'n SAVE.

Locally owned and independently operated, there are more than 70 SHOP 'n SAVE supermarkets in western Pennsylvania, eastern Ohio and West Virginia. The stores are committed to making shopping easier and more affordable. Known for *Just Right* savings, SHOP 'n SAVE offers customers everyday savings throughout the store with weekly sales events, in-store specials, digital coupons, and its Pump Perks program. For more information on the turkey promotion or to learn how to sign up for a Perks card, visit www.shopnsavefood.com.