

NEWS RELEASE
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FARM FRESH® Celebrates Grand Remodeling in Suffolk with Two Events

On Tuesday, December 1, 2009 from 5:00p.m.-7:00p.m., the Downtown Suffolk FARM FRESH® located at 1401 North Main Street, will hold a Community Leaders' Reception in celebration of the remodel. The following morning, Wednesday, December 2, 2009 at 7:45a.m., there will be a ribbon cutting ceremony to officially re-open the remodeled supermarket.

“The remodel of the Downtown Suffolk store has been highly anticipated by the community; the focus is on fresh, convenience and new lower prices and will offer residents, businesses and visitors of Suffolk a shopping experience like no other,” says Ron Dennis, President and COO. “We are proud to offer a great place to work and a great place to shop for the residents of Suffolk.”

“This is an exciting renovation project for the City of Suffolk and Farm Fresh patrons,” said Mayor Linda T. Johnson. “Farm Fresh has a great community spirit, and we are extremely pleased they have decided to make such a significant reinvestment in our city.”

Ron Dennis will be joined by Vice Mayor Curtis R. Milteer, Sr. to officiate the ribbon cutting ceremony. Residents and businesses alike will enjoy the spacious 48,000 square foot store and the convenience of World Class soup and salad bars, Culinary Circle® entrees and sides, Internet Express online ordering and new lower prices on hundreds of

items throughout the store. Farm Fresh will also continue to provide catering services and floral delivery services to the surrounding community.

As a regional grocery chain, Farm Fresh offers customers a host of signature services and products at its 45 locations. Our goal is to be a World Class Company - one in which the focus is always on the customer, with an uncompromising commitment to quality and service. Below is a list of every day selections and services that can be found at your newly remodeled Farm Fresh.

Store Amenities Include:

- New Lower Prices on hundreds of items throughout the store.
- Extensive selection of fresh produce featuring hundreds of varieties of the highest quality fresh fruits and vegetables, specialty produce, spices, organic produce, fruit and vegetable trays, and a variety of pre-cut vegetables and fruit
- Full service fresh seafood department featuring fresh fish, crab, lobster, shrimp, seafood salads and entrees, with products being seasoned and steamed at no cost to the customer
- Full service deli featuring Boar's Head products, top quality meats and cheeses, salads and fresh pasta
- Extensive variety of competitively priced grocery, frozen food, dairy and gourmet items
- Stockman & Dakota Premium Aged Angus Beef, USDA Choice Lamb products and Fresh American USDA Choice Veal, All Natural Beef
- Smithfield Preferred premium pork products
- FARM FRESH® and Perdue USDA grade "A" poultry
- Salad bar featuring over 60 items prepared fresh in our stores daily and 8 varieties of hot soup available fresh every day
- Culinary Circle® entrees and side dishes
- Wild harvest® Organic and Natural products
- Madagascar Traders, Ltd. spices and seasonings
- Full Service Starbucks™ coffee shop
- Coastal Traders® coffees and teas
- Hans Kissle Premium self service salad case
- Fresh fried chicken and fresh rotisserie chicken
- Fresh subs, sandwiches, Paninis and wraps
- Full service bakery with custom decorated cakes, pies, pastries, rolls, cookies and Artisan crusty breads

- Exclusive line of hand made Gelato imported from Bologna, Italy
- 250 varieties of imported and domestic cheeses
- Tyson® Hot Wing Bar
- Walk In Beer Cooler with domestic and imported beer
- Wine Cellar with a Wine Consultant, and 5% discount on ½ case, 10% on full case
- Full service Pharmacy
- Greeting cards and gift wrap
- Health and Beauty Care products
- Books and magazines
- Postage stamps
- Farm Fresh gift cards and Gift Card Mall
- FTD nationally ranked floral department with worldwide delivery
- Traveler's Express/MoneyGram
- Check Free Pay Bill Pay Service – Over 300 different payment service options
- Full service carry out – no tipping
- Catering and Event Planning Services
- Lottery Tickets and Money Orders
- No frequent shopper card required

This Farm Fresh Supermarket will employ approximately 105 associates from the surrounding community.

About FARM FRESH®

FARM FRESH is a SUPERVALU INC company. FARM FRESH has 45 stores located throughout Hampton Roads, Richmond and Elizabeth City, NC and employs 5,000 associates. SUPERVALU INC. is one of the largest companies in the U.S. grocery channel with estimated annual sales of \$41 billion. SUPERVALU serves customers across the United States through a network of approximately 4,300 stores composed of approximately 1,200 traditional and premium stores, including 850 in-store pharmacies; 1,180 hard discount Save-A-Lot stores, of which 860 are operated by licensee owners; and 1,920 independent stores serviced primarily by the company's traditional food distribution business. SUPERVALU has approximately 170,000 employees. For more information about SUPERVALU visit www.supervalu.com.

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