

News Release

For Immediate Distribution

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Staying on a budget and planning healthier meals just got easier!

New Shelf Tags Provide Information Every Shopper Needs To Know

Modesto, Calif., February 3, 2012- The stores of Save Mart Supermarkets- Lucky, Save Mart, and S-Mart Foods, have introduced a new shelf tag program to assist customers in making better informed purchases. The shelf tags from Vestcom feature an easier to read updated design, allowing customers to easily shop and compare. Included in the new tag program, Save Mart has launched the Nutrition ID program. Shelf tags now identify if a product is organic, gluten free, a good source of calcium or vitamins C and A, and/or wholegrain, plus many more nutritional attributes. This program leverages Vestcom's in-store nutrition marketing program developed in accordance with U.S. Food and Drug Administration (USDA) guidelines. Providing nutrition facts highlights our focus on health and wellness and gives our customers a foundation of good information on which to build their meals.

Save Mart Supermarkets understands how important budgeting is in today's economy. The new tags will give our shoppers all the information they need to stay within their budgets while also planning healthy, nutritious meals. Most Americans have a very busy lifestyle so we are doing everything we can to enhance their shopping experience and make it easy and enjoyable.

Save Mart Supermarkets operates 232 stores throughout Northern California and Northern Nevada under the Save Mart, S-Mart Foods, Lucky, Maxx Value Foods, and FoodMaxx banners. The privately-held company was founded January 17, 1952 and has always been headquartered in Modesto, California. More information about the company and its banners is available at www.savemart.com, www.luckysupermarkets.com, and www.foodmaxx.com. Its consumer relations group can be called toll-free at 800-692-5710.