

News Release

For Immediate Distribution

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Donate to the American Red Cross to Support Fire Relief Efforts at Lucky Stores from July 11 to July 31

Modesto, Calif., July 10, 2008 – Residents of Northern California have the opportunity to support the fire relief efforts of the American Red Cross every time they visit a Lucky store starting tomorrow, Friday, July 11. The stores will collect donations of any amount through the end of this month.

Customers are welcome to make a contribution at the check stand, and their receipts will itemize the amount donated to the Red Cross. As with any purchase, cash, checks, debit cards, or credit cards will be accepted.

“The 2008 fire season is particularly intense and affects all of us. We may know a family that has been displaced, a firefighter battling the blazes, or a home or business that has been destroyed. We all see and breathe the smoke that shrouds our landscapes,” said Steve Junqueiro, Executive VP and Chief Operating Officer of Save Mart Supermarkets. “The Red Cross is at the forefront of fire relief. Their resources are stretched, and in some areas overextended. Save Mart Supermarkets and its stores are privileged to provide the means for all of us to help fire victims by supporting the agency that brings them aid.”

Save Mart Supermarkets operates nearly 250 stores throughout Northern California and Northern Nevada under the Save Mart, S-Mart Foods, Lucky, 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.

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