

# News Release

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## For Immediate Distribution

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### **Northern California Lucky Customers Swipe S.H.A.R.E.S. Cards to Earn Up to \$2 Million for Schools and Other Groups**

#### ***New S.H.A.R.E.S.Points Program Makes Fundraising Easy, Efficient and Secure and Is Open to a Wide Range of Organizations.***

*Modesto, Calif., August 4, 2008* – Northern California Lucky stores have launched a new, simple, secure S.H.A.R.E.S. (Support Humanities, Arts, Recreation, Education, and Sports) points program to boost funding for local schools and organizations. Shoppers simply swipe their S.H.A.R.E.S. cards at the check stand to earn up to 3 cents of every dollar they spend on qualified purchases. This ongoing program will generate up to a total of \$2 Million per year in funds for schools and other organizations.

“The current economic climate makes fundraising more challenging,” said John Kelly, VP of Marketing for Save Mart Supermarkets. “The S.H.A.R.E.S. program makes it possible for our customers to support their schools, churches, clubs, or organizations without feeling the pinch.”

Nearly every school, church, club, or organization is eligible to participate and may request a S.H.A.R.E.S. card for each member. Organizations may sign up online at [www.luckysupermarkets.com](http://www.luckysupermarkets.com) or by calling 1-800-477-5437. Up to 250 cards are provided free of charge to each group; a nominal fee of \$0.50 is assessed for each card over the initial 250. S.H.A.R.E.S.points program cards do not expire.

S.H.A.R.E.S. program participants simply swipe their cards at the check stand when they shop at any Northern California Lucky store to earn up to 3 percent of their qualified purchases for the organization of their choice. S.H.A.R.E.S. cards carry no value and are easily replaced if lost, stolen, or misplaced. Because the cards are issued to the beneficiary organizations they do not contain any member’s personal information.

S.H.A.R.E.S. contributions will be paid out at the end of each calendar quarter. Lucky stores will contribute up to \$2 Million per year or up to \$500,000 per quarter to the program. If the aggregate earned benefits of the participants during each quarter exceed these limits, the donations will be prorated to reflect the points earned by each beneficiary group.

The majority of customer purchases are eligible for S.H.A.R.E.S. points, except:

- Postage stamps
- Gift cards
- Ticketmaster tickets and other event tickets

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## **SHARES Program to Generate Up to \$2MM in Funds for Schools, Churches, Clubs**

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- BART and other transportation tickets
- Money orders and MoneyGram
- Lotto tickets
- Charity icon sales, such as Juvenile Diabetes sneakers
- Gasoline
- Check cashing fees
- Senior and liquor discounts
- Sales tax

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](http://www.savemart.com), [www.luckysupermarkets.com](http://www.luckysupermarkets.com) and [www.foodmaxx.com](http://www.foodmaxx.com). Its consumer relations group can be called toll-free at 800-692-5710.

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