

News Release

For Immediate Distribution

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Northern California Lucky Stores to Donate Up to \$1 Million to Local Schools Through “Apples for the Students” Program

Schools Eligible to “Double Dip” By Combining “Apples for the Students” With Save Mart Supermarkets S.H.A.R.E.S. Program

Modesto, Calif., August 6, 2008 – Northern California Lucky stores have committed to donate up to \$1 Million to local schools through the “Apples for the Students” program. Participating K-12 schools simply need to ask their students’ families, faculty, staff, and community supporters to turn in receipts from these stores to earn points towards computers, school supplies and equipment. The fundraising promotion starts on August 6, 2008 and ends on January 24, 2009.

Schools may also participate concurrently with Save Mart Supermarkets’ S.H.A.R.E.S. (Support Humanities, Arts, Recreation, Education, and Sports) program. Schools simply provide S.H.A.R.E.S. cards to students’ families, faculty, and staff, who swipe their cards at the check stand when they shop at any Save Mart, S-Mart Foods, Lucky, or FoodMaxx store. Eligible purchases earn up to 3 percent cash back. The ongoing S.H.A.R.E.S. program will generate up to a total of \$4.5 Million per year for schools, churches, clubs, and other organizations.

“There is no better way to serve the community than to enhance the education and growth opportunities of our children,” said John Kelly, VP of Marketing for Save Mart Supermarkets. “The Apples for the Students program will help deliver much-needed computers, books, supplies, and equipment for the 2008-09 school year. And by ‘double dipping’ with the S.H.A.R.E.S. program, schools can generate significant contributions easily.”

Every public, private, and parochial K-12 school, is eligible to participate in the Apples for the Students program and may sign up at their local Lucky store. Schools simply collect receipts for purchases at these stores and submit them for credit to a central clearinghouse. Every \$100 in purchases equals one point toward educational awards.

The program will be divided into four periods of six weeks each. Each period, a total of \$250,000 will be available to all participating schools. Schools will earn a percentage of the \$250,000 based on the amount of points collected.

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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