

# News Release

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## For Immediate Distribution

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### **Northern California Lucky Stores Combine Multiple Fundraising Events to Help “Jerry’s Kids”**

#### ***Shamrock Sales, Motorcycle Rides, Product Promotions, and TV Time Build Store, Employee, and Customer Support for MDA***

*Modesto, Calif., August 15, 2008* – Lucky stores in Northern California, owned and operated by Save Mart Supermarkets, are participating in multiple fundraising efforts to support the Muscular Dystrophy Association (MDA). The company co-sponsored the Sierra Hope Ride in June. Stores chain-wide are offering their customers shamrock icons to generate contributions at check stands through August 19, and are participating in the MDA’s Aisles of Smiles product promotion through the end of the month. And employees will volunteer to staff the phones during Jerry Lewis’ annual Labor Day telethon.

“Jerry’s Kids’ are everyone’s kids,” said Steve Junqueiro, Executive Vice President and Chief Operating Officer for Save Mart Supermarkets. “By supporting the Muscular Dystrophy Association we help build hope that the potential of everyone stricken with this disease will be realized, and that one day this diagnosis will no longer cause fear and uncertainty.”

Save Mart Supermarkets is a charter sponsor of the annual Sierra Hope Ride, a police-assisted, non-stop ride from Modesto through the scenic foothills of California’s scenic Gold Country to historic Jamestown. Presented by Mitchell’s Modesto Harley-Davidson and Jamestown Harley-Davidson to raise funds for the MDA, the event gathered over 1,500 riders last June and enabled the company to contribute \$80,000 to the MDA.

Through August 19, customers at Lucky stores have the opportunity to purchase green shamrock MDA icons for \$1 and gold icons for \$5. In addition, all the stores will participate in the MDA’s Aisles of Smiles promotion, which generates donations from manufacturers when customers purchase their products. During the first week of icon sales, all of the company’s stores collected nearly \$50,000 in customer contributions.

On September 1, employees from Lucky stores, distribution centers, and offices will volunteer their time during the annual Jerry Lewis Labor Day telethon. Volunteers will answer telephones in the studios of KTVU Channel 2 in the San Francisco Bay Area, KMPH Channel 26 in Fresno, and KQCA/My58 Channel 58 in Sacramento. Company executives will present donations to the MDA as the company’s volunteers answer the phones.

The Muscular Dystrophy Association is a voluntary health agency working to defeat muscular dystrophy and related diseases through programs of worldwide research, comprehensive

## **Save Mart Supermarkets Supports “Jerry’s Kids”**

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services, and professional and public health education. The Association's programs are funded almost entirely by individual private contributors. For more information, visit [www.mda.org](http://www.mda.org).

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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