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Shaw's Supermarkets' Spirit of Giving Food Drive Sells 33,500 Bags in Support of New England Food Banks Across Six States

Delivering 1,456 Cases to the Worcester County Food Bank on February 1, 2010

Shrewsbury, MA, January 25, 2010 – Shaw's Supermarket's recently completed its 10th *Annual Spirit of Giving Food Drive* that ran from December 1st through the 24th, 2009; extended four extra days to help meet the increasing needs of New England's food banks at a critical time of the year. Patriot star, Wes Welker, helped kickoff the event on December 1 where Shaw's began their new 'green' bag sales effort—selling bags representative of \$5, \$10, and \$15 worth of food to then be converted into case product for each of the regional food banks and the agencies they serve.

“Shaw's Supermarkets is happy to make this delivery of product donated by our customers as part of the recent 10th Annual Spirit of Giving Food Drive,” said Rick Tremblay, Shaw's Community Relations Manager. “We thank them for their continued support of our hunger relief efforts in Worcester County, and throughout New England.” They will deliver 1,456 cases of food to the **Worcester County Food Bank at 474 Boston Turnpike Road, Shrewsbury, MA on February 1st, 2010 at 9:30 a.m. Rick Tremblay, area store directors and several associates are expected to celebrate the event.**

“We are very appreciative of the efforts of our friends at Shaw's; they are a long-time food donor to the Worcester County Food Bank and a wonderful example of a food corporation using its food and financial resources to connect with community needs,” said Jean McMurray, Executive Director for the Worcester County Food Bank. “From the corporate level to the local stores, Shaw's is a loyal and caring partner to the Food Bank and we are grateful for their indispensable alliance.”

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The Worcester County Food Bank is Central Massachusetts' largest anti-hunger organization distributing over 5 million pounds of donated food and grocery products annually in partnership with food industry donors, financial supporters, and volunteers. The Food Bank provides this product to a network of 178 partner agencies that have programs for feeding people, including food pantries, community meal programs, and shelters. In fiscal year 2009, the Food Bank and its partner agencies provided food assistance to 93,299 individuals, including children, senior citizens, as well as those who are unemployed or underemployed. For more information, visit the web site at www.foodbank.org.

ABOUT SHAW'S

Shaw's, Osco and Star Market are a division of SUPERVALU INC. Shaw's is one of the oldest continuously operated supermarkets in the United States with its roots dating to 1860. Throughout the six New England states, there are approximately 195 stores locations employing approximately 27,000 associates. SUPERVALU INC. is one of the largest companies in the U.S. grocery channel with estimated annual sales of \$42 billion. SUPERVALU holds leading market share positions across the United States with its approximately 2,500 retail grocery locations, including nearly 900 in-store pharmacies. Through the company's nationwide supply chain network, SUPERVALU provides distribution and related logistics support services to more than 2,500 independent retailers across the country. SUPERVALU has approximately 180,000 employees. For more information about SUPERVALU, visit www.supervalu.com.