



PRESS RELEASE

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FRESH & EASY LAUNCHES POPULAR SHOP FOR SCHOOLS PROGRAM

Fundraising program makes it easy for parents and shoppers to raise money for their neighborhood schools

El Segundo, CA – Fresh & Easy Neighborhood Market this week re-launched its popular Shop for Schools fundraising program, based on positive feedback from customers and local schools. Registered schools are eligible to receive a \$1 cash donation for every \$20 spent at a Fresh & Easy store. At the end of the program, Fresh & Easy will award the top fundraising school in each state with a \$5,000 bonus.

Following a successful pilot program last school year, Fresh & Easy made several enhancements by increasing the length of this year's program, providing more marketing materials for parents and teachers to use, and introducing a fundraising shopping night for registered schools. On these special shopping nights, the brainchild of a Las Vegas store employee, Fresh & Easy will donate five percent of a store's sales from 4 pm to 8 pm to local schools.

"Our Shop for Schools pilot program was a huge hit and we are happy to bring back a new and improved version this school year," said Fresh & Easy Neighborhood Affairs Director Roberto Munoz. "The incredible feedback we received from program participants, customers and store employees told us this program is not only needed but also a vital way for parents to raise money to be used for whatever each school needs most."

Nearly 500 schools from the three states served by Fresh & Easy participated in the Shop for Schools pilot program held during the last school year. In all, 86 schools in Arizona, 322 in California and 86 in Nevada participated in the program raising thousands of dollars of needed funding to be used however the school liked.

All eligible schools with students in kindergarten through eighth grade within a three-mile radius of a Fresh & Easy store can participate in the program. This school year's Shop for Schools program will run from September 15, 2009 through December 31, 2009. Eligible schools have been sent a registration form to participate in the program and can register through October 1, 2009. More information regarding Shop for Schools can be found at www.freshandeasy.com/shopforschools.

Photographs from the pilot Shop for Schools program are available on our Flickr page at <http://bit.ly/13Fnwa>. A video can be found on our YouTube page at <http://www.youtube.com/watch?v=mlkiWzQKtz0>.

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