



PRESS RELEASE

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Brendan Wonnacott – Fresh & Easy
Cell: (310) 384-3833
Eva Kandarpa Behrend – Office of Councilwoman Perry
Office: (213) 473-2308

FRESH & EASY OPENS IN SOUTH LOS ANGELES

New Store Brings Fresh, Wholesome Food at Affordable Prices and
Quality, Local Jobs to Underserved Community

SOUTH LOS ANGELES, CA – Los Angeles City Councilmember Jan Perry and Fresh & Easy Neighborhood Market partnered today to open a Fresh & Easy in South Los Angeles on the corner of Central & Adams at 1025 E. Adams Blvd. The store was one of the first sites identified by the grocer over two years ago and is the centerpiece of an impressive new mixed-use development with affordable housing units and additional retail space. The store opening continues a broader movement to bring improvement and development to the Central Ave corridor.

California Governor Arnold Schwarzenegger: “As Governor, I have made health and nutrition a top priority, which is why I am hosting the 2010 Summit on Health, Nutrition and Obesity today. I have asked Californians to embrace these priorities and practices, including making healthy food choices, which leads to healthier living. This starts with making healthy food choices more accessible in communities throughout the state and it is great to see a company like Fresh & Easy Neighborhood Market investing in our communities, providing greater access to fresh, nutritious food options and creating jobs.”

South L.A. has been in need of more fresh food options for generations. A recent study conducted by CB Richard Ellis found the area is in need of grocery, dining and entertainment businesses to service the growing, diverse community. The study also found residents have had to travel as far as 10 miles for better retail options. In 2008, under the leadership of Councilwoman Perry, the City of Los Angeles enacted a moratorium on new fast-food establishments in the area, hoping to bring more fresh, quality food options to residents.

Los Angeles City Councilwoman Jan Perry, 9th District: “Fresh & Easy is bringing quality fruits, vegetables, meat, and wholesome foods to an area in great need of grocery outlets and food options. I am excited to see this new urban model here in South Los Angeles. I am proud that we can count them as a new investor in our neighborhood.”

In reviewing the best selling items across Fresh & Easy stores – from Hollywood to Pasadena to Compton, the grocer found fresh fruits and vegetables and quality meats and poultry are consistently at the top of the list, regardless of the neighborhood.

Mary Kasper, Vice President & General Counsel, Fresh & Easy Neighborhood Market: “We’re opening stores in all types of neighborhoods because we fundamentally believe everyone – regardless of where they live – deserves access to quality, fresh food at affordable prices. We’re also proud to bring more quality jobs to the neighborhood, particularly in this economy. We had hundreds of applicants attend our job fair at the local YMCA last month and we have worked hard to hire right from the neighborhood.”

As part of Fresh & Easy’s commitment to be a good neighbor, the company awarded L.A. Works, an organization working to engage volunteers in L.A., with a \$1,000 donation for their commitment to the neighborhood. Employees from Fresh & Easy also joined City Year at 28th Street Elementary after the store opening to paint a mural at a neighborhood school promoting healthier eating for the students.

More about Fresh & Easy Neighborhood Market

Fresh & Easy currently operates 145 stores in California, Arizona and Nevada, including 88 stores in Southern California. In addition to fresh, high-quality prepared meals and produce, Fresh & Easy offers everyone’s favorite national brand products and household items, all at unbelievably low prices. The company is opening three additional today in Whittier, Lakeside and Reedley.

Fresh & Easy has nearly 3,500 employees and has created nearly 300 jobs already this year. The company has created a positive, team-based culture, where everyone is treated with respect. All Fresh & Easy employees are given the opportunity to work at least 20 hours per week, which entitles them to comprehensive and affordable healthcare, including vision, prescription, dental and medical coverage with the company paying at least 75%. Entry-level positions start at \$10 an hour in California, with similarly competitive salaries in other states, and offer a quarterly bonus of up to 10% as well as 401(k) with company match.

Fresh & Easy has also made it a priority to lessen its impact on the environment – on average, Fresh & Easy stores use 30% less energy than a typical supermarket and utilize technologies like automatically dimming lights, energy efficient refrigeration units and LED lighting. Fresh & Easy recycles or reuses all its shipping and display materials and uses environmentally-friendly trailers to transport food. The company is a pilot member of the LEED Volume Certification Program and has invested in a 500,000 sq ft solar roof installation on its distribution center in Riverside, California.

More information regarding Fresh & Easy Neighborhood Market can be found at www.freshandeasy.com.

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