



Neighborhood Market



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FRESH & EASY EXPANDS HEALTHIER OPTIONS WITH EATWELL

Affordably Priced eatwell Frozen Meals Outselling National Brand Equivalents

EL SEGUNDO, CA – Fresh & Easy Neighborhood Market is expanding its popular and affordable eatwell range, just in time to help customers keep their New Year's resolutions to be healthier and save money. All eatwell products contain no more than 25% of the daily values for calories, fat, saturated fat and sodium (based upon a 2,000 calorie diet). Like all fresh&easy products, eatwell contains no artificial colors or flavors, no high-fructose corn syrup, no added trans fats and only uses preservatives when absolutely necessary.

New fresh&easy eatwell products hitting stores this month include:

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| ▪ eatwell Steak & Spinach Salad | \$3.99 |
| ▪ eatwell Spicy Tomato Chicken Pasta | \$3.99 |
| ▪ eatwell Lemon & Cilantro Seafood | \$3.99 |
| ▪ eatwell Curry Chicken Wrap | \$3.49 |
| ▪ eatwell Sweet Pepper Chicken Wrap | \$3.49 |
| ▪ eatwell Spiced Butternut Squash Soup | \$3.49 |
| ▪ eatwell Minestrone Soup | \$3.49 |
| ▪ eatwell Honey Chili Chicken | \$3.99 |
| ▪ eatwell Garlic Alfredo Salmon | \$4.99 |
| ▪ eatwell Coconut & Lime White Fish | \$3.99 |
| ▪ eatwell Caesar Dressing | \$2.49 |

Fresh & Easy introduced eatwell last year in response to customers who were seeking more affordable, nutritious options. Designed for a nutritionally balanced approach to eating without compromising on taste or quality, all eatwell products carry front-of-pack nutritional labels to simply communicate the calories, fat, saturated fat and sodium to customers.

"Customers are always looking for more high-quality, nutritious foods that won't break their budgets," said John Burry, Fresh & Easy's Chief Commercial Officer. "We're trying to make it even easier for our customers to fulfill their New Year's resolutions without compromising on taste or quality."

Building off the huge success of Fresh & Easy's eatwell kitchen meals, the company also introduced a range of frozen eatwell meals that retail for only \$1.99. These meals, which have outsold national brand equivalents since their introduction, give customers more affordable, great-tasting frozen food options with ingredients they can pronounce. Eatwell frozen meals include favorites like Chicken Enchiladas, Butternut Squash Ravioli, and Kung Pao Chicken.

About Fresh & Easy Neighborhood Market

Fresh & Easy operates more than 150 stores in California, Arizona and Nevada. In addition to fresh prepared meals, meats and produce, Fresh & Easy offers everyone's favorite national brand products and household items, all at unbelievably low prices. The grocer's popular fresh&easy brand products have no artificial colors or flavors, no added trans fats, no high-fructose corn syrup, and only use preservatives when absolutely necessary.

On average, Fresh & Easy stores use 30% less energy than a typical supermarket, which helps customers save money – and also helps the environment. Fresh & Easy uses LED lighting in external signs and freezer cases, offers customer recycling in every store and uses advanced refrigeration and freezer units to cut back on energy usage. The company also recycles or reuses all of its display packaging, sending the majority back through its distribution center.

For more information about Fresh & Easy, visit www.freshandeasy.com. Also follow the company on Twitter at: www.twitter.com/fresh_and_easy and become a fan on Facebook at www.facebook.com/freshandeasy.

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