



PRESS RELEASE

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FRESH & EASY OPENS THREE STORES IN FRESNO AREA

Grocer Brings Fresh, Wholesome Foods at Affordable Prices and Jobs to Downtown

FRESNO, CA – Fresno Mayor Ashley Swearingin joined Fresh & Easy Neighborhood Market CEO Tim Mason in opening the Fresh & Easy at Tulare & R, the first grocery in Downtown Fresno in decades. At today's celebration, Fresh & Easy also announced the opening dates of two additional stores in the Fresno area:

- Shaw & West, Fresno: February 3rd
- Manning & Upper Bridge, Reedley: February 24th

In addition to the three stores opened today, Fresh & Easy has a store in Lemoore, CA. As part of Fresh & Easy's commitment to be a good neighbor, the company awards a neighborhood charity with a \$1,000 donation at each store opening. The following charities were honored in today's festivities:

- Tulare & R, Fresno: Childhood Language Disorders Center
- Cedar & Nees, Fresno: Encourage Tomorrow
- Shaw & Willow, Clovis: Make-A-Wish Foundation of Central California

"Fresh & Easy is excited to be a part of the revitalization of downtown Fresno because everyone deserves access to fresh, wholesome food at affordable prices," said Mason. "We are thrilled at the wonderful reception we have received from our new neighbors in this wonderful community."

Fresh & Easy 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. Entry-level positions start at \$10 an hour in Fresno and offer a quarterly bonus of up to 10% and a 401(k) with company match. Fresh & Easy will have created about 125 new jobs in Fresno by the end of February.

"We're excited to have Fresh & Easy opening stores in downtown Fresno and throughout the city," Mayor Ashley Swearingin said. "These markets will bring good-paying jobs and healthy, affordable food to our neighborhoods."

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 solar tracking skylights, automatically dimming lights, 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.

About Fresh & Easy Neighborhood Market

Fresh & Easy is a local, neighborhood store providing fresh, high-quality, wholesome food at unbelievably low prices to everyone. At roughly 10,000 square feet, the stores are smaller than the typical supermarket while carrying everything customers need to do their weekly shopping. Fresh & Easy currently has stores in Southern California, Arizona and Nevada.

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

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