



FOR IMMEDIATE RELEASE  
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## **FRESH & EASY TO OPEN FIRST STORES IN NORTHERN CALIFORNIA**

### ***San Francisco's Bayview-Hunters Point Among Eight Stores Set to Open***

**EL SEGUNDO, CA** – Fresh & Easy Neighborhood Market today announced plans to open eight stores in Northern California in early 2011. These stores, located in the San Francisco Bay Area and Modesto, will be Fresh & Easy's first north of Fresno and will create about 160 jobs in the region, bringing access to fresh, wholesome food at affordable prices to new neighborhoods throughout Northern California.

Fresh & Easy first opened in Southern California in November 2007, and has steadily expanded in the state since, moving into Bakersfield in December 2008 and Fresno earlier this year. Next month, Fresh & Easy will open nine stores in California, including the grocer's 100<sup>th</sup> store in the state.

"We're excited to continue opening new stores and creating jobs throughout California," said Tim Mason, Fresh & Easy CEO. "Customers love our stores and we are eager to introduce Northern California to Fresh & Easy and our fresh, wholesome food at affordable prices."

Northern California stores opening in early 2011:

- San Francisco            3<sup>rd</sup> St & Carroll Ave
- San Jose                 Bird Ave & Minnesota Ave
- Danville                 Diablo Blvd & Hwy 680
- Pacifica                 Cabrillo Hwy & Linda Mar Blvd
- Vacaville                Elmira Rd & Nut Tree Rd
- Modesto                 Oakdale Rd & Lancey Dr
- Walnut Creek            Ygnacio Valley Rd & San Carlos Dr
- Concord                 Clayton Rd & Ygnacio Valley Rd

Fresh & Easy has created more than 4,000 high-quality jobs in California, Arizona and Nevada. Entry-level positions start at \$10 an hour in California and offer quarterly bonuses of up to 10% as well as a 401(k) with company match. The company believes everyone deserves access to affordable and comprehensive healthcare and provides all employees the opportunity to work at least 20 hours per week, which entitles everyone to vision, prescription drug, dental and medical coverage with Fresh & Easy paying at least 75%.

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## **About Fresh & Easy Neighborhood Market**

Fresh & Easy operates more than 150 stores in California, Arizona and Nevada. In addition to wholesome, 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 contain no artificial colors, flavors or added trans fats and use preservatives only when absolutely necessary.

On average, Fresh & Easy stores use 30% less energy than a typical supermarket – helping save customers money while helping 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 to its distribution center's on-site recycling facility.

For more information about Fresh & Easy, visit [www.freshandeasy.com](http://www.freshandeasy.com). Also follow the company on Twitter at: [www.twitter.com/fresh\\_and\\_easy](http://www.twitter.com/fresh_and_easy) and become a fan on Facebook at [www.facebook.com/freshandeasy](http://www.facebook.com/freshandeasy).

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