



PRESS RELEASE

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FRESH & EASY NEIGHBORHOOD MARKET'S SHOP FOR SCHOOLS PROGRAM RAISES MORE THAN \$670,000 FOR LOCAL SCHOOLS

967 Schools Participated in the Fundraising Program

EL SEGUNDO, Calif. - Fresh & Easy Neighborhood Market today announced 967 schools in California, Nevada and Arizona raised more than \$670,000 through its second *Shop for Schools* program.

Public and private kindergarten through eighth grade schools located within a three-mile radius of Fresh & Easy stores were eligible to participate in the program. *Shop for Schools* allowed schools that registered to receive a \$1 cash donation for every \$20 spent at a local Fresh & Easy store from September 15 through December 31, 2009. The schools can use the money they raised for whatever they need most. In all, 171 schools in Arizona, 643 in California and 154 in Nevada participated in the program.

Bonnie Reiss, California's Secretary of Education applauded the program: "At a time when school districts across the state are faced with difficult budget choices, it is important for companies like Fresh & Easy to step in and help," Reiss said. "We are ecstatic that Fresh & Easy is contributing more than \$450,000 to California schools as part of their Shop for Schools program this year."

Tom Horne, Arizona's Superintendent of Public Instruction said of the *Shop for Schools* program: "I am a strong supporter of partnerships between education and business and I am pleased that Fresh & Easy is committed to helping bring more resources into local schools. With the current economic downturn, schools are under financial stress and it is vital that businesses do all they can to ensure our students and teachers have all the resources they need. Fresh & Easy is to be congratulated for what it is doing."

Fresh & Easy launched its first *Shop for Schools* program last school year in response to local schools' need for additional funding. Through the pilot program, schools raised more than \$130,000. This year, based on feedback from schools, Fresh & Easy increased the time schools had to raise money and added fundraising events called *Shopping Nights for Schools*. During these designated evenings from 4 to 8 p.m., 5 percent of a store's sales were donated to a participating school.

"We received fantastic feedback from our pilot program and wanted to bring the program back in an even bigger and better way to help schools raise even more money," said Roberto Munoz, Fresh & Easy Director of Neighborhood Affairs. "Schools continue to struggle for funding right now and we are proud we can be part of the solution and give back to our neighbors."

Fresh & Easy plans to bring the program back again later this year and will soon start accepting registration forms from local schools. Visit www.freshandeasy.com/shopforschools for more information.

About Fresh & Easy Neighborhood Market

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. All Fresh & Easy products are made with no artificial flavors or colors, no added trans fats and only use preservatives when absolutely necessary. Fresh & Easy stores use 30% less energy than a typical grocery store.

The company has opened 14 stores and created nearly 300 jobs so far this year. Fresh & Easy has 146 total stores with 31 in Arizona, 89 in California and 26 in Nevada.

For more information on Fresh & Easy, visit www.freshandeasy.com.

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