

For Immediate Release

Contact: Alicia Rockwell, Communications Manager
Tel: 209.548.6511 or 800.692.5710
Fax: 209.574.6234
Email: arockwell@savemart.com

Save Mart Supermarkets
1800 Standiford Ave.
Modesto, CA 95350

Save Mart Shoppers Enter Now to Win 1,000,000 Campbell's Labels for Education™ Certificates for Your School

Modesto, CA (December 29, 2006) – Drop into any Save Mart or S-Mart Foods store and fill out a pink entry ticket at the Customer Service Counter for a chance to win a preliminary prize of 5,000 Labels for Education™ certificates and be entered into the Grand Prize drawing for 1,000,000 Labels for Education™ certificates for the winner's school of choice. Enter between now and January 28. Visit www.savemart.com for the Save Mart or S-Mart store nearest you.

For more than 30 years, Labels for Education™ has been awarding free educational equipment to schools in exchange for proofs of purchase from the Campbell family of brands. It's a fun, easy program where students, families and members of the community work together for a common goal. Today, 75,000 schools and organizations are registered with Labels for Education™, benefiting more than 42 million students. Over the years, Campbell's has been able to provide more than \$100 million in merchandise to America's schools! Go to www.labelsforeducation.com to register your school.

Each Save Mart and S-Mart Foods store will draw one preliminary winner on Monday, January 29 and present them their prize of 5,000 Campbell's Labels for Education™ certificates. Each preliminary winner's ticket will then be sent to Save Mart's Corporate Office for the Grand Prize and First Prize drawing in mid-February. First Prize winner will receive 250,000 Labels for Education™ certificates and Grand Prize winner will receive 1,000,000 Labels for Education™ certificates for their school of choice.

Save Mart Supermarkets was founded January 17, 1952 in Modesto. The privately owned company operates 124 stores throughout the Central Valley from its headquarters in Modesto. Seventy-five (75) stores operate as Save Mart; five (5) stores as S-Mart foods in Stockton and Lodi; and forty-four (44) warehouse stores as FoodMaxx. Visit us at our websites, www.savemart.com and www.foodmaxx.com

#####