

For Immediate Release

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Three Save Mart Associates “Drive” into Holidays with NEW Chrysler 300’s

Modesto, CA (December 29, 2006) –Save Mart awarded three associates over the holiday season with a brand new **2007 Chrysler 300** for excellence in customer service. The license plate frames on each of the three Chryslers reads, “Customer Connection 300 Smiles.”

The first Chrysler was awarded on December 6 in Antioch when 36-year veteran Produce Manager, **Sal Messina** slid into his new ride with a smile, the next winner was the stunned **Phikoun Khamchanh**, file clerk from our Human Resources Department she received her car on December 7 at Save Mart’s new Corporate Annex on Yosemite Avenue in Modesto, and the final winner was **Frances Requejo**, 16-year seafood clerk, received her car at the Lemoore Save Mart store on December 13. ***Pictures available upon request***

Bob Spengler, President of Save Mart states, “We want this to be a real reward without cost to the employee, so the prize includes tax, license, and all employee state and federal income taxes.”

The cars were awarded during the company’s annual Holiday Tour. The Holiday Tour is a grand tradition for the Save Mart family and extends over a two-week period in December. The company’s owner and Chairman, Bob Piccinini, along with the company’s President, Bob Spengler, and several Vice Presidents take to the road on an aggressive schedule spreading holiday cheer to every store and office in the 124-store chain.

For Sal, Phikoun, and Frances, 2007 looks bright as they continue to DRIVE the Customer Connection by showing everyone that SERVICE does pay. Save Mart and Food Maxx associates will continue to work hard to help serve our valued customers and to make their Customer Connection goal for the March quarter. Upcoming prizes include: Scandisk MP3 Players, several weekend getaways of 2-nights at the Lodge at Sonoma, Dinner, SPA treatment, Russell Racing School day adventure at Infineon Raceway, wine tasting and a paid day off, and five SeeDoo Sportsters.

Bob Spengler, President of Save Mart said, “Our commitment to excellence is not just another program. It is a way of life that is constantly reviewed and refreshed. It includes ongoing training and an outside mystery shop service to measure our associate’s service levels. All associates achieving their service goals qualify for award drawings.”

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Save Mart Supermarkets, an independently owned grocery chain, was founded January 17, 1952 in Modesto, California. Chairman and Chief Executive Officer is Bob Piccinini, son and nephew of the original founders. The President and Chief Operations Officer is Bob Spengler. Save Mart also owns and operates Yosemite Wholesale, a distribution center in Merced, SMART Refrigerated Transport trucking operation in Lathrop, and is a partner in Superstore Industries (SSI) located in Lathrop. SSI owns distribution centers and Sunnyside Farms manufacturing plants in Fairfield and Turlock.

Save Mart Supermarkets, whose corporate headquarters are located in Modesto, California, currently operates 124 stores. Eighty (80) are full service supermarkets with seventy-five (75) stores operating under the banner Save Mart Supermarkets from Bakersfield in the South, throughout the Central California Valley to Galt, San Jose, and the East Bay. Five (5) Stockton and Lodi full service stores operate under the S-MART foods banner.

Save Mart's forty-four (44) price impact stores operate under the Food Maxx banner and are located in Bakersfield in the South, throughout the Central California Valley to Redding in the North, and Santa Maria and Salinas on the coast.

Save Mart was founded on, and continues to believe strongly in, customer service and giving back to the community they serve, with an emphasis on providing education, health needs and fresh food items for our customers and their families. Visit us at our websites, www.savemart.com and www.foodmaxx.com.

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