

For Immediate Release

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SAVEMART TURNS 100,000 STUDENTS INTO SUPERKIDS

Modesto, CA (January 11, 2007) – Hi ‘ya, Papaya! Save Mart’s SuperFriend Program has been honored by national awards, local recognition, and kudos from teachers and students alike. But the REAL REWARD comes from over 12,000 children each year who gain nutrition knowledge right where the “food hits the cart”!

In 1998, Save Mart improved its 19-year tour program by empowering its own in-store SuperFriends, specially trained employees, to promote good eating habits. In the past eight years, more than 100,000 students have been guided down Vitamin Alley (Produce Department), the Protein Palace (Meat Department), into the Dairy Den (Milk box), and the Great Grain aisle. Then these SuperKids get to peek "behind the scenes" to see the inner workings of a supermarket.

Most people think a supermarket brings out the worst in children—if they’re not busily poking a finger through a meat wrapper or loudly insisting on a third box of sugary cereal, then their parents have disappeared, last seen in Aisle #12. Save Mart Supermarkets, the Classroom Connector, thinks otherwise; we think children need to be fed “Food for Thought” in order to make more nutritious choices.

Okie-dokie, Artichokie!

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

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For more information, interview a SuperFriend, or possibly view a local tour in action (schedule and teachers’ permission permitting), please call Sharon Blakely or Leanne Heckenlaible, Consumer Relations, 1-800-692-5710.