

For Immediate Release

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SAVEMART SPONSORS CHILDREN'S COOKING SERIES ON LOCAL PUBLIC TELEVISION

Modesto, CA (October 27, 2006) - It's time to teach a new generation how to cook and Save Mart Supermarkets will be there! Valley Public Television will debut its new show *Hey Kids, Let's Cook!* on Wednesday, November 1, at 7:30 p.m. The series, produced by KVPT, is hosted by Kathy Powers, a former Fresno Unified School District teacher of the year. Visit www.kvpt.org for more details.

The series supports Save Mart's mission to help bring parents and children back to the family table. Studies show that preparing meals at home is more nutritious, economical, and can protect children from making poor life choices (National Center on Addiction and Substance Abuse, Columbia University).

Save Mart's dedication to children spans well over 25 years with their free store tour program, SuperFriends, aimed at elementary school aged children. Children tour the store learning about good nutrition and health benefits as well as how a supermarket operates. Also, for 25 years Save Mart has been dedicated to helping customers cook easy and delicious meals with their free quarterly in-store recipe magazine *In Good Taste*. Most recently, Save Mart added two corporate nutritionists to their staff and is creating a new in-store "live" meal demonstration program to help consumers gain confidence in making a quick meal at home.

Visit www.SaveMart.com to view the latest issue of *In Good Taste* and gather great recipes. For additional information on our store tour program or for recipe and nutritional advice contact Save Mart's nutritionists toll-free at 800-692-5710.

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.