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## FOR IMMEDIATE RELEASE

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### **Associated Retail Stores Welcomes Guests to Treasure Aisles**

*Pirate Promotion Takes Customers and Team on a High Seas Adventure*

Salt Lake City, UT (June 11, 2011) – During the past few weeks, the Macey’s, Dan’s, Lin’s and Dick’s Market Stores in Utah and Nevada have executed a full-scale promotional event leading up to the premier of the latest Pirates of the Caribbean movie. For the event, called “Treasure Aisles,” store teams created impressive displays, wore pirate garb and sold huge amounts of pirate-themed products.

“We wanted to do something extraordinary to create fun and excitement in our stores,” said Steve Reich, vice president of marketing. “It was extremely rewarding to see our store teams and customers get into the spirit of the event.”

Every store and department was involved in the promotion. Team members dressed like characters from the movies and distributed treasure maps to store guests. Lobby areas and parking lots were transformed into ships and islands. Fresh departments developed pirate-themed products specifically for the event and customers got into the act as well, many dressing the part as they visited the store.

“It was great seeing what took place in the stores, but it was also remarkable to have our shoppers and team interact on our Facebook pages,” said Reich. “The feedback we received from customers is that they simply enjoy shopping our stores. To us, that is the best treasure of all.”

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Associated Food Stores began a corporately owned group of stores under the “Associated Retail Stores” name in 1999. Associated Retail Stores was launched after the company purchased the Macey’s and Lin’s grocery organizations. Over the years, several other stores were added to this list of quality supermarkets. Currently, there are 22 ARS corporate stores operating under four different banners and formats: Macey’s, Dan’s, Lin’s and Dick’s Markets. These stores still demonstrate the community-centered commitment and attitude that was the key to success of their founders. Harnessing the united buying power with an extraordinary commitment to quality, these stores offer a perfect combination of low prices and quality products. Learn more about the Associated Retail Stores by visiting their websites: [www.maceys.com](http://www.maceys.com), [www.dansfoods.com](http://www.dansfoods.com), [www.linsmarketplace.com](http://www.linsmarketplace.com), [www.dicksmarket.com](http://www.dicksmarket.com)

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