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Macey's, Dan's, Lin's and Dick's Market Hold Safety Super Bowl *Competition Encourages Team Member and Guest Safety*

Salt Lake City, UT (May 11, 2011) – Macey's, Dan's, Lin's and Dick's Market showed their commitment to safety over the past few months with a Safety Super Bowl. The competition was created to increase safety awareness at the 21 locally owned stores and recognize the safety efforts of store team members.

Each store was provided with posters resembling football fields for every store lunch room. The goal was for each store to reach the end zone by the end of the 10-week contest. Points were awarded weekly for stores going without a team member or guest injury. Also points were awarded for having stores vote for their "Store Safety MVP" weekly.

Over 210 team members (Safety MVPs) were recognized for their safety efforts during the contest. Large posters with team members' names on aprons (i.e. retired jerseys) were hung from the store ceilings in their honor.

By the end of the 10-week contest, 13 stores reached the end zone. Stores reaching the end zone received a \$600 prize. The top winners in each banner received \$1,000 for break room improvements such as televisions, new chairs, etc.

During the contest, there were only 11 team member accidents compared to 61 the previous year (an 82 percent improvement). Five stores had a perfect record without a team member or guest injury. For more information, or to arrange for pictures and interviews, please contact Steve Reich at 801-978-8220.

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, www.dansfoods.com, www.linsmarketplace.com, www.dicksmarket.com

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