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FOR IMMEDIATE RELEASE

Associated Retail Stores President Receives Humanitarian Award

Local Company Recognized for Charitable Involvement

Salt Lake City, UT (June 15, 2011) –Dave Wirthlin, president of Associated Retail Stores, recently received the Humanitarian Award from the Muscular Dystrophy Association. Macey's, Dan's, Lin's and Dick's Market stores are heavily involved in raising funds and awareness of this important charity.

In receiving the award, Dave paid respect to his fellow team members who are impacted by muscular dystrophy including the family of Neal, Gina and Ryan Berube. Neal is the president of sister-company Fresh Market. Ryan, who has muscular dystrophy, is a team member at parent company Associated Food Stores.

In the past year, Associated Food Stores has held various promotions to help raise funds for the MDA, including Shamrock Against Dystrophy sales in its affiliate stores, a corporate donation and other in-store events where a portion of sales were set aside specifically for the MDA.

Associated Food Stores first partnered with the MDA over a decade ago. In the last five years, over half a million dollars has been raised by Associated Food Stores alone to help fight neuromuscular disease.

“Macey's, Dan's, Lin's and Dick's Market and the hundreds of other members of Associated Food Stores are dedicated to the communities we serve,” said Wirthlin. “We are committed to strengthening our neighborhoods and helping our friends, neighbors and guests lead more fulfilling lives.”

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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