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## FOR IMMEDIATE RELEASE

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### **Days Market Wins Top National Award for Web Site**

Heber City, UT (February 18, 2011) – Each year, the National Grocers Association (NGA) presents a “Best of Show” award for the nation’s finest grocery marketing and merchandising. On February 14, at the NGA Annual Convention in Las Vegas, Nevada, Day’s Market won the prestigious industry award.

While many grocery stores have a web site and feature ads online, the Day’s team, which launched the Day’s Marketplace web site a year ago, have gone on to build a unique online community. Day’s also launched a Facebook fan page which quickly outpaced the traffic on their web site. The store uses its Facebook page to share information about upcoming store events, special promotions and to interact with guests as they ask questions or leave comments.

“We use our sites to share not only hot prices, but great ideas, new items, feelings, state of the market and anything else our guests may be interested in,” said Carl Day, vice president of Day’s. “We love how it has opened up communication both in store and online.”

Day’s Market also recently partnered local web developer City Clickers to build their own social network using the Ning platform. This site features videos, web-only coupons and a variety of communication tools. Day’s also opened up the platform to allow other local businesses to advertise their own goods and services forming a truly unique local social web presence.

“Our web site, social site and Facebook page allow us to interact with our guests several times a week while they are in their homes,” said Day. “We truly enjoy communicating with them and are proud of the opportunities we have as a local grocer.”

Day’s Market can be found on the Internet at [daysmarket.com](http://daysmarket.com), [daysmarket.ning.com](http://daysmarket.ning.com) and [facebook.com/DaysMarket](http://facebook.com/DaysMarket)

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Day’s Market is a member of Associated Food Stores. Associated Food Stores is an independent retailer-owned warehouse based in Salt Lake City, Utah, which provides complete warehouse facilities and services to nearly 500 grocers throughout the Intermountain West. Associated can be found on the internet at [www.afstores.com](http://www.afstores.com).

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