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FOR IMMEDIATE RELEASE

Macey's to Hold Dr. Seuss' Birthday Sale-ebriation

Stores to support "Reading Across America" Weekend Event

Salt Lake City, UT (March 2, 2011) *Do you like green eggs and ham? I sure do like them Sam I am. I can buy them at the store. I'll get free cookies and so much more.*

On Saturday, March 5 between 1 p.m. and 3 p.m., shoppers at Macey's can enjoy reading time with Dr. Seuss books, decorate a free cookie and enter a coloring contest to win \$25 Barnes and Noble gift cards.

"We are very excited about our Dr. Seuss Sale-ebriation and store events," said Steve Reich, vice president of marketing at Associated Retail Stores and big fan of Whoville. "We look forward to every child, Lorax and Sneedle coming to enjoy the fun."

Prior to the Saturday event, local school children were encouraged to "Lookie, Lookie! Read a Bookie and Get a Cookie." Thousands of free cookie coupons were distributed to local schools in an effort to encourage reading.

In addition, the grocery stores will have Dr. Seuss DVDs, books and other merchandise available. Macey's can be found on the Internet at www.maceys.com. For more information, interview or photo opportunities, please contact Steve Reich at 801-978-8550.

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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