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FOR IMMEDIATE RELEASE

Lin's Marketplace Supports "Letters to Soldiers" Campaign

Effort to Culminate in Community Concert and Packaging Party

Cedar City, UT (September 30, 2011) In an effort to ensure local soldiers have a merry Christmas this year, Lin's Marketplace is supporting the "Letters to Soldiers" campaign. The campaign will benefit "The Triple Deuces," Unit 222/213 based in Cedar City. Nearly 500 members of the unit are currently serving in Iraq.

A packaging party and concert will highlight the effort on October 8 at the Cedar City Park across from the Lin's located at 150 North Main. The Muddy Boots band will perform and there will be free food, drinks, line-dancing lessons and more. Dozens of local businesses have contributed to the effort.

The goal is to raise \$6,000 which will provide each soldier with a Christmas package filled with items from Utah companies. Each package will also have a hand-sewn Christmas stocking and a letter from a Utah child.

"We are extremely excited about this opportunity," said Denise Devynck, founder of Letters to Soldiers. "Lin's participation in this important effort demonstrates their community commitment and we sincerely appreciate their help as well as the generous contributions of their shoppers."

Community members interested in getting involved are encouraged to visit any Lin's Marketplace store. Contributors are able to add to the packages by writing a message on the back of paper stars that will be included with the other items.

"It is an honor for us to be involved in such a worthy cause," said Dave Wirthlin, president of Lin's Marketplace. "At Lin's, we recognize the importance of giving back to the community and are grateful to play a part in this effort."

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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