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## FOR IMMEDIATE RELEASE

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### **Macey's Wins Top National Award for BYU-Themed Ads**

Salt Lake City, UT (February 17, 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, Macey's grocery store won the prestigious industry award.

The winning ads were featured in Brigham Young University's *Daily Universe*. Macey's is a long-time supporter and sponsor of Brigham Young University and frequently hold BYU tailgating activities and other events in its stores and parking lots.

Rather than a traditional "item and price" grocery ad, Macey's elected to take a lighter approach and utilize its products to playfully tease the competition. The advertisements quickly became a popular feature in the sports section of the *Daily Universe*.

"We aimed to do something different and have some fun," said Steve Reich, vice president of marketing for Macey's. "We are excited to win the award as it represents a team effort. The Macey's stores are known for their support of BYU and to be recognized on a national level is a tribute to the hard work of the entire team."

Along with the "best of show" award, Andrew Hadlock, a bagger from Macey's grocery store in Sandy, Utah was the second runner up at the National Grocers Association's best bagger competition.

Macey's can be found on the Internet at [www.maceys.com](http://www.maceys.com). For more information, interview or photo opportunities, please contact Steve Reich at 801-978-8550.

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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](http://www.maceys.com), [www.dansfoods.com](http://www.dansfoods.com), [www.linsmarketplace.com](http://www.linsmarketplace.com), [www.dicksmarket.com](http://www.dicksmarket.com)

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