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FOR IMMEDIATE RELEASE

Macey's Builds World-Record Watermelon Display for Grand Opening Celebration in Lehi

Salt Lake City, UT (June 28, 2011) Macey's will be celebrating its twelfth store as it holds a grand opening for its newest location in Lehi, Utah. The store, located on 760 East Main Street, in Lehi is having a grand opening event for the community on Wednesday, June 29, 2011 beginning at 9 a.m.

Macey's team members will not only be opening a new store but also aim to topple a world record. Macey's is picking more than 129,000 pounds of the delicious, watermelons to build a vine-ripened display for the ages. It will take more than 8,000 watermelons, five hours and dozens of people to build the massive display. The National Watermelon Association's "Watermelon Queen" will also be in attendance for the big day.

The first 200 shoppers each day of the grand opening week will receive free items. In addition, store guests can expect great prices throughout the store. The store has many impressive new additions. First, the location now features Macey's famous, from-scratch bakery that will offer hand-cut donuts and a custom cake decorating area. Most competitors only offer "thaw and serve" items while Macey's bakes fresh goods in store every day.

The store's pharmacy will continue to serve the health needs of the community and new checkstands were added to speed check-out time. A new décor package will also greet store guests.

"Macey's continues to grow because we focus on being the favorite grocery store in the community," said Dave Wirthlin, president of Macey's. "It's important for us to live up to the values and everyday needs that our guests desire."

"We are incredibly excited about what the new store offers to our guests," said Paul Badger, store leader at Macey's. "We appreciate the community's patience and support as we have completed the improvements."

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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