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## FOR IMMEDIATE RELEASE

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### **Macey's Holds Grand Opening Celebration for New Macey's in Clinton**

Salt Lake City, UT (March 28, 2011) Macey's will be celebrating its eleventh store as it holds a grand opening for its newest location in Clinton, Utah. The store, located on 2062 West 1800 North, in Clinton is having a grand opening event for the community on Wednesday, March 30, 2011 at 9 a.m.

The first 200 shoppers each day of the grand opening week will receive free items. In addition, store guests can expect great prices on both fresh and case-lot items.

The 58,000 square-foot store, previously a Fresh Market, has many impressive new additions. First, the store now features Macey's famous, from-scratch bakery including a candy stove and 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 has been expanded and moved to a more convenient location. Six new checkstands were added to speed check-out time and an entirely new décor package will greet store guests.

Other enhancements include a new carving station in the delicatessen, an expanded cheese island, a new signature ice cream offering (Kong Kone) and a convenient seating area. An additional 50 feet of frozen food products were also integrated into the new layout.

"Maceys 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 remodeled store offers to our guests," said Blaine Butterworth, store leader at Macey's. "We appreciate the community's patience and support as we have completed the improvements. Macey's has been part of the Utah community now for nearly 65 years and we are eager to continue growing with our neighbors here in Clinton."

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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