



1850 West 2100 South
Salt Lake City, Utah

Contact: Steve Reich
Phone (801) 978-8550

FOR IMMEDIATE RELEASE

World's Best Cyclists Team With State's Best Grocers at Tour of Utah Event

Salt Lake City, UT (August 8, 2011) The Larry H. Miller Tour of Utah professional cycling event features food donated by Macey's and Dan's grocery stores. The 2011 event, August 9-14, is a showcase of some of the best cyclists in the world, including five teams that just completed the Tour de France. Team members at Macey's and Dan's are confident the food at the event will be equal to the quality of the participants.

"We take the responsibility of providing food for this exciting race very seriously," said Dave Wirthlin, president of Macey's and Dan's. "With so many world-class athletes, officials and volunteers participating, it would only make sense to have the best local grocers involved as well."

The race features six days of professional cycling, a prologue and five road stages. Each day, Macey's and Dan's stores will provide a variety of sandwiches, wraps, fruit, water and other items to ensure volunteers and officials have the energy they need to support the participating athletes.

The Tour of Utah gained stature from the Union Cycliste Internationale (UCI - global governing body for sport of cycling) as a 2.1-rated stage race earlier this year. It is now one of the top three stage races for road cycling in North America. On the sports side this year, only top-level professional teams, 16 in all, are invited to compete, and five of the teams just completed the Tour de France. In just seven years, the race has gone from a three-day race for individuals and regional teams to a six-day race for professional teams with national television coverage and live webcasting for a worldwide audience.

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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