

**Wakefern Food Corp.**

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**WAKEFERN FOOD CORP. EXPANDS WHOLESALE AGREEMENT WITH NEW YORK CITY-BASED GRISTEDES MARKETS**

**KEASBEY, N.J. (March 31, 2010)** – Wakefern Food Corp. announced that it will now include grocery products and consumer-packaged goods in its wholesale agreement with New York City-based Gristedes Markets. Since 2008, Wakefern has worked closely with Gristedes to provide the 33-store chain with its ShopRite private label brand, as well as health and beauty aids, dairy, frozen and specialty grocery product offerings.

“Over the last two years of our relationship, Wakefern has consistently delivered on the quality and value it is known for in this industry,” said Charles Criscuolo, senior executive vice president of Gristedes Markets. “We have also benefitted greatly from the services made available through Wakefern, which cater to the individual needs of our stores. Extending these benefits to include our grocery departments is a natural next step in our ongoing collaboration.”

“Expanding upon our existing agreement with Gristedes represents the steady growth of our wholesale business,” said Joseph Colalillo, chairman and CEO of Wakefern Food Corp. “Leveraging Wakefern’s buying power and expertise in procurement, as well as the company’s full range of brands, products and services, results in a significant point of differentiation for our customers.”

In 2007, Wakefern Food Corp. expanded its business to include wholesale sales to other retailers, taking the company beyond its traditional Northeastern market. Wakefern creates wholesale programs and store-specific solutions that provide a diverse mix of product offerings and retail strategies to address the needs of any customer.

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**About Wakefern Food Corp.**

From a small, struggling cooperative with eight members – all owners of their own grocery stores – Wakefern Food Corp. has grown into the largest retailer-owned cooperative in the United States. Founded in 1946, the cooperative is comprised of 46 members who today individually own and operate more than 200 supermarkets under the ShopRite banner in New Jersey, New York, Connecticut, Pennsylvania, Maryland and Delaware. In 1996, Wakefern introduced PriceRite stores, extending the company’s reach into Rhode Island and Massachusetts. Today, there are 43 PriceRite stores in five states. As the merchandising and distribution arm of both ShopRite and PriceRite, Wakefern, together with its member companies, employ more than 50,000 people; making it one of the largest employers in New Jersey. In addition, Wakefern also distributes products to other supermarkets throughout the northeastern United States and Bermuda.

## **About Gristedes**

Gristedes has been feeding New Yorker's for over 100 years. The stores offer fresh meats, produce, dairy products, baked goods, frozen foods, gourmet foods, and nonfood items. Gristedes strives to make every shopping experience a great shopping experience. Its customers have come to expect the best products at the lowest prices in town. Today, Gristedes proudly operates 33 stores throughout New York City and Westchester.