

Wakefern Food Corp.

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Wakefern Food Corp. Announces Record \$11.7 Billion in Retail Sales

Keasbey, NJ, December 31, 2009 – Wakefern Food Corp., the retail merchandising and distribution company that supplies and supports ShopRite and PriceRite supermarkets in the states of Maryland, Delaware, New Jersey, Pennsylvania, New York, Connecticut, Rhode island Massachusetts, announced combined retail sales results of \$11.7 billion for the fiscal year ending October 3, 2009.

Wakefern’s chairman and CEO, Joseph S. Colalillo, attributes the company’s success to its unique cooperative structure shared by its 44 member companies. “Wakefern’s focus is to help the independent retailer do what they could not do if they were going it alone, which is especially important in this economy” stated Mr. Colalillo. “We are dedicated to helping our members, on a store-by-store basis, achieve the results they require and to respond to any competitive threat they may face.”

Dean Janeway, president and COO added that the company recognized important opportunities for growth, including the opening of a number of new stores, as well as innovations in technology that helped to broaden the members’ customer base. “This year, we explored new avenues to reach our customers, such as an iPhone app, a social media presence and new features on our ShopRite.com website. We also expanded our ShopRite from Home and ShopRite Ship to Home services and have introduced mobile couponing so that we can continue to offer our customers value and convenience.”

In 2009, Wakefern also realized significant growth in its wholesale services division. “We will continue to add new wholesale customers and expand the services we offer them,” continued Mr. Janeway. “We constantly seek to leverage our assets and skills to generate new revenue opportunities for the company.”

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. The cooperative is comprised of 44 members who individually own and operate supermarkets under the ShopRite banner located throughout New Jersey, New York, Connecticut, Pennsylvania, Maryland and Delaware. In 1996, the PriceRite banner, an alternate format store, was added extending Wakefern’s reach into Rhode Island and Massachusetts. As the merchandising and distribution arm of the company, Wakefern, together with its member companies, employ nearly 50,000 people; making it one of the largest employers in New Jersey.

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