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SAN JOSE FAMILY BUSINESS EXPANDS CUSTOMER SAVINGS WITH NEW STORE

*New San Jose Grocery Outlet to Celebrate Grand Opening
on Saturday, January 10*

**San Jose Grocery Outlet
2300 Monterey Highway
San Jose, CA 95112
(408) 292-2132**

San Jose, Calif., Dec. 8, 2008 – Husband and wife entrepreneurs Gian Rossini and Pam Rossini will welcome 2009 by celebrating the opening of a new, expanded Grocery Outlet in San Jose on Saturday, January 10. San Jose residents can expect to save up to 50% on brand name foods at the new Grocery Outlet, the largest "extreme-value" grocer in the U.S. Located at 2300 Monterey Highway, the new store replaced the previous location just 300 yards away, which served the community for the past 30 years.

Gian Rossini, a resident of San Martin and a native of San Francisco, has spent the past 31 years working with Grocery Outlet stores in Northern California. In 1977, he was hired by his father, Frank Rossini, a Grocery Outlet executive, to work in the Redwood City store. Gian progressively worked his way up in the industry, with positions including bag boy, store manager and now, owner/operator with his wife, Pam.

In a time where mom-and-pop shops – let alone large corporations - are struggling to stay in business, the Rossini family business is an inspiration. With family values at the core of their business, the Rossini's credit their late father, Frank, as the foundation of their success. He was the driving force and support they needed to get their business off the ground nearly 22 years ago. The Rossini's are committed to the family legacy and giving back to the local community, supporting Food Banks, Hope Rehabilitation Services and San Jose School District, among many others.

Amidst tough economic times, Grocery Outlet stores across California are thriving. To support the new store's expansion, the Rossini's increased their staff by 30 percent – especially significant considering local unemployment rates recently jumped to 6.9 percent, above the national rate of 6.1 percent.

At 25,000 square feet, the new store will feature a 12-foot fresh meat case, expanded produce displays, a larger organic section, and an enhanced wine department with a media display for wine education.

"In the midst of rising food prices and an economic crisis, we're proud to be able to offer customers the opportunity to save a significant amount of money," said Gian. "Our customers

were surprised to find the same deeply-discounted prices inside the new, enhanced building. Discount shoppers don't have to shop in a discount atmosphere."

The Rossini's are marking the grand opening of the new Grocery Outlet with a host of community-driven, celebratory events. The store will host the opening celebrations on Saturday, January 10, with an array of events including free food sampling, games, giveaways, balloons, local charity fundraiser and the chance to win more than \$3,000 in prizes.

About Grocery Outlet

Based in Berkeley, California, Grocery Outlet offers extreme bargains on brand name merchandise, with prices often up to 50% cheaper than conventional retailers. The largest "extreme-value" grocer in the U.S., Grocery Outlet has over 130 locations in Arizona, California, Idaho, Nevada, Oregon & Washington. Grocery Outlet carries refrigerated and frozen foods, fresh produce, organics, dry groceries, beer and wine, health and beauty care, over-the-counter drugs, household products, toys and gifts. A third-generation family-owned company founded in 1946, Grocery Outlet's mission has always been to provide customers a fun place to find extreme values on name brands they trust. Most stores are independently owned and operated by locally-based families. For more information, please visit www.groceryoutlets.com.

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