FOR IMMEDIATE RELEASE

CONTACT:
Peyton Robertson
LNmarketing
(858) 382.4922
peyton@baybirdinc.com

SAVINGS EXPAND AS GROCERY OUTLET GROWS IN KENMORE

Local Kenmore Entrepreneur to Celebrate Grand Opening on Saturday, April 10

Kenmore, WA, March 30, 2010 – Longtime Seattle area resident Judy Bartlow will proudly celebrate the opening of a brand new, expanded Grocery Outlet in Seattle's Kenmore suburb on **Saturday, April 10 from 8:00 am to 6:00 pm**. Kenmore and surrounding area residents can expect to save up to 50% on brand name, quality foods at the new Grocery Outlet, the largest "extreme-value" grocer in the U.S. The new store, located at 7806 NE Bothell Way and next to the Kenmore Lanes, is less than one mile away from the previous location. Housed in a complex scheduled to be torn down by the city for redevelopment, the previous Kenmore location at 6708 NE 181st Street has served the community for the past six years.

At 20,000 square feet, the new store is 25% larger than the former location and will feature a premium fresh meat case with all natural USDA top-cuts, a deli, a section of specialty cheeses, large seasonal produce displays, a dedicated organic section and a larger, enhanced wine department. The new location will also feature an updated décor package and new registers with large digital displays.

As with many Grocery Outlets around the country, the new Kenmore store will continue to provide the previously under-served area of Seattle with fresh produce and nutritious foods at affordable prices.

Amidst tough economic times, Grocery Outlet stores across Washington are thriving, especially in Seattle, where three new stores will open by May of this year, including the Kenmore store and additional locations in SODO and Crown Hill. To support operations for the new Kenmore store, Bartlow brought over her entire staff of 26 from the former location and hired 7 additional employees from the Kenmore-Bothall area.

"In the midst of rising food prices and an economic crisis, I'm proud to be able to offer customers a way to save a significant amount of money," said Bartlow. "Customers tell us all the time how grateful they are that we are here. Now with a bigger store and a

larger product offering, we can make an even greater difference in people's lives with our continued cost savings and positive contribution to the community."

Bartlow has spent the past 11 years with Grocery Outlet, working her way up prior within the retail industry for 30 years with positions from cashier to corporate buyer. Bartlow began her career with Grocery Outlet as a Regional Operations Manager and then as a Marketing Consultant . Bartlow became an Owner/Operator of her own store in 2006 – strengthening the growing trend of female ownership in the grocery retail business. While spending years consulting, marketing, training and opening new Grocery Outlets around the Northwest region, Judy became drawn to the company's unique retail model and dedication to the family-oriented credo of business ownership, as well as the corporation's deep commitment to helping surrounding communities. In 2006, Bartlow decided to purchase the Kenmore location with the goal of making a difference in the lives of her customers and employees. Bartlow has become well-known for building a loyal customer base - many of whom frequent her store on a daily basis – as well as her generous support of the community.

Demonstrating her passion for giving back, Bartlow and her employees recently sponsored the 10th Anniversary for the City of Kenmore with a store booth and prizes. The Kenmore store also sponsors Children's Cancer Careline as well as the Feed-a-Family program, a program Bartlow initiated on behalf of families in need where for every dollar her customers donate, she matches their contribution.

Bartlow is 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, April 10**, with an array of events, including free food sampling, free eco-friendly Grocery Outlet bags for the first 700 customers, face painting and games, giveaways, balloons, a fundraiser for the Childhood Cancer Lifeline and the chance to win more than $3,000 in prizes. Celebratory events and specials will continue into the month of May.

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 137 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-led 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.

# # #