



**SAVE MART
SUPERMARKETS**

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News Release

For Immediate Distribution

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Save Mart Stores in Monterey and Butte Counties Celebrate Earth Day on April 25 with FREE Reusable Shopping Bags

Giveaway at Save Mart Stores Will Highlight Benefits of Reusable Bags

Modesto, Calif., April 22, 2009 – Save Mart stores in Monterey and Butte Counties will celebrate Earth Day on Saturday, April 25, by giving away a free reusable shopping bag to every customer. Each participating store will distribute up to 1,500 bags, for a total of up to 16,500. The giveaway will highlight the benefits that reusable bags deliver to customers and the environment.

The Save Mart reusable bag is manufactured using recycled material, and is stronger, easier to carry, and larger than single-use plastic and paper bags. Unlike bags manufactured from synthetic fibers, the reusable bag can be recycled like any single-use bag. It costs only 25 cents and by the end of its lifespan – between 40 and 100 uses – customers would have saved up to \$5, since they save 5 cents each time they reuse the bag at any Save Mart store.

Each time a Save Mart reusable shopping bag is presented at the check stand it can replace up to four single-use plastic bags. After only 50 uses, each reusable bag would have saved 200 single-use plastic bags. **If customers consistently re-use just half of the bags given away on April 25, a total of up to 1.65 million single-use plastic bags will be eliminated from landfills.**

The following Save Mart stores will participate in the giveaway:

- Chico – 146 W. East Avenue
- Paradise – 6636 Clark Road
- Capitola – 1475 41st Avenue
- Carmel – 555 Carmel Rancho Shopping Center
- Hollister – 291 McCray Street
- Marina – 270 Reservation Road
- Pacific Grove – 200 Country Club Center
- Salinas – 1223 N. Davis Road
- Salinas – 1150 S. Main Street
- Sand City – 2000 California Avenue
- Watsonville – 1465 Main Street

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Monterey Bay and Chico Area Save Mart Stores and Tropicana Celebrate Earth Day

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Save Mart Supermarkets is committed to supporting businesses in the communities its stores serve. The company's reusable bags are produced by Roplast Industries (www.roplast.com), a company that generates California jobs and tax revenue with manufacturing facilities and offices in Oroville. Roplast claims the lowest carbon footprint of any reusable bag.

Save Mart Supermarkets operates nearly 250 stores throughout Northern California and Northern Nevada under the Save Mart, S-Mart Foods, Lucky, and FoodMaxx banners. The privately-held company was founded January 17, 1952 and has always been headquartered in Modesto, California. More information about the company and its banners is available at www.savemart.com, www.luckysupermarkets.com, and www.foodmaxx.com. Its consumer relations group can be called toll-free at 800-692-5710.

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