STATER BROS.
News Release

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Stater Bros. Introduces Affordable, All Natural and Better-for-You Food Line

Wholesome Goodness Line of Nutrition-Minded, Family Favorites Now Available at All Stater Bros. Supermarket Locations

San Bernardino, CA (January 15, 2014) – Stater Bros. Markets announced today that it is introducing Wholesome Goodness® at all 167 Stater Bros. Supermarket locations. Wholesome Goodness presents a broad product line of affordable, all natural foods. The line is made up of over 50 family favorites, including hot and cold cereals, trail mixes, snack chips, pasta and barbecue sauces, dressings, 100% antioxidant juices, "no salt added" broths and more.

All Wholesome Goodness foods are made with a nutrition-minded approach, with an emphasis on natural ingredients such as whole grains, fiber and essential Omega 3 & 6 fatty acids, while minimizing or eliminating sugar, sodium and fat. Every product in the line is priced to make healthier eating more affordable for any family.

"We know that our customers want to eat healthier," stated Jack H. Brown, Chairman and Chief Executive Officer of Stater Bros. Markets. "That's why we're delighted to be the only supermarket chain in Southern California to offer Wholesome Goodness. At Stater Bros., we have a long-standing tradition of being the supermarket where you always 'get more… for less.' Now, with Wholesome Goodness, we're better-for-you, too."

About Stater Bros.

Stater Bros. was founded in 1936 in Yucaipa, California, and has grown steadily through the years to become the largest privately owned Supermarket Chain in Southern California and the largest private employer in both San Bernardino County and Riverside County. The Company currently operates 167 Supermarkets, and there are over 18,000 members of the Stater Bros. Supermarket Family. For more information log onto www.staterbros.com.

About Wholesome Goodness

Wholesome Goodness is a brand of all natural, better-for-you foods made with a nutritionally-minded and home-style approach. All foods put an emphasis on natural ingredients making them closer to how nature intended. Wholesome Goodness bans 126 ingredients commonly used by other food companies. The result is food that is "simple, naturally delicious™" and affordably priced. For more information, including nutrition facts, store locations and details on new products, visit www.wholesome-goodness.com, or join the Wholesome Goodness community at Facebook.com/EatWholesome, Twitter.com/EatWholesome and Pinterest.com/EatWholesome.

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