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PRESS RELEASE
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STATER BROS. ANNOUNCES NEW LOWER PRICES

Lowering Prices Every Day ... To Help You Save On What You Pay!

Over 10,000 prices will be slashed

San Bernardino, California - To help budget minded customers stretch their food dollars, Stater Bros. has announced that the company is offering new, lower prices at all 166 Stater Bros. Supermarket locations.

Prices will be reduced on over 10,000 products (including Stater Saver items) that families use on a daily basis in order to help out during these tough economic times.

"We know our customers are having a hard time making ends meet," stated Jack H. Brown, Chairman and CEO of Stater Bros. Markets. "That is why we're offering even lower prices to help the families we are privileged to serve make their food dollars go even further."

To communicate this new program, Stater Bros. is launching a new advertising campaign which will begin on Wednesday, June 17, 2009. This new program, aptly called "Lowering Prices Every Day ... To Help You Save On What You Pay", will be publicized in the company's weekly circulars, in TV and radio ads, and will be communicated throughout Stater Bros. Supermarkets.

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, with annual sales in 2008 of \$3.74 billion.

Last year, Stater Bros. contributed over \$15 million in support of nonprofit organizations in the communities it serves, with an emphasis on worthy programs that benefit hunger relief, health and nutrition, and education.

The Company currently operates 166 Supermarkets, and there are over 19,000 members of the Stater Bros. "Family" of Employees.

STATER BROS. MARKETS...SERVING SOUTHERN CALIFORNIA FAMILIES FOR OVER 73 YEARS

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