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FOR IMMEDIATE RELEASE

Chief Supermarket donates \$27,417 to local food pantries!

Defiance, OH — May 11, 2011. \$27,417 was raised with the help of loyal customers, valued associates, and support from vendor partners during the Chief Good Neighbor Day held on Tuesday, April 5th. A percentage of sales from that day was donated to support local food pantries affiliated with West Ohio Food Bank and selected local pantries. Customers were encouraged to donate food items when they shopped at any Chief location on April 5th. Chief also donated \$1.00 for every new Chief Facebook fan through April 30th.

Annette Hoeffel, Chief Supermarkets' Director of Marketing, said, "Good Neighbor Day was a total success. We had excellent participation from all of our communities and the proceeds from this day will make a difference for many families that are facing difficult situations in this economy."

According to the West Ohio Food Bank:

- 45% of clients served by the West Ohio Food Bank report having to choose between paying for food and paying for gas for a car.
- 44% had to choose between paying for food and paying for utilities or heating fuel.
- 36% had to choose between paying for food and paying their rent or mortgage.
- 35% had to choose between paying for food and paying for medicine or medical care.

Funds donated will allow local food pantries to purchase staple food items, including produce, meat and frozen foods, at greatly reduced prices from the West Ohio Food Bank, which serves more than 170 pantries in 11 counties throughout West Central Ohio. Each dollar donation to West Ohio Food Bank will provide 25 pounds of food that will make 19 meals to feed 2 people for 3 days. Selected local food pantries that are not part of the West Ohio Food Bank group will also benefit directly from the donated funds.

About Chief Supermarkets

Chief Super Market, Inc. is a family-owned, regional supermarket chain. The company operates twelve stores under the Chief and Rays banners in nine communities in Northwest and West Central Ohio.

For additional information, contact Annette Hoeffel, Director of Marketing at (419) 785-2162 or e-mail: annette.hoeffel@chiefsupermarkets.com

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Great food. Good neighbor.