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EAST HAYWARD GROCERY OUTLET HOSTS FREE GRAND OPENING CELEBRATION ON SATURDAY, APRIL 4

WHO: **NEW** East Hayward Grocery Outlet, locally owned and operated by East Bay resident,

Liz Tiapon

WHAT: Grocery Outlet, the largest "extreme-value" grocer in the U.S. with prices up to 50% less

than conventional retailers, is celebrating the opening of its new store in East Hayward with a host of events on Saturday, April 4. Attendees will enjoy free food sampling,

games, giveaways, balloons and the chance to win nearly \$3,000 in prizes.

WHEN: Saturday, April 4, 2009, from 8 a.m. To 9 p.m.

• Free Grocery Outlet reusable Eco Bag to the first 500 Customers in line

- Spin the Wheel of Bargains from 10 am Noon and 2 4 pm
- Hot Dog & Soda for \$1 from 11 am 2 pm. Proceeds will benefit Hayward Nazarene Church Youth Group
- Food Sampling 11 am 6 pm
- Free balloons throughout the day
- Enter for a chance to win one of 10 \$50 Grocery Outlet Gift Cards
- Enter for a chance to win one of the following prizes:
 - o Sylvania 37" LCD HDTV (Value \$599)
 - o Kenmore Gas Grill (Value \$270)
 - o Xbox 360 Elite Package (Value \$430)
 - o Nintendo Wii Sports Console Package (Value \$270)
 - o Nintendo Wiifit (Value \$97)
 - o \$50 Grocery Outlet Groceries a Month for a Year. (Value \$600)

NOTE: Customers can enter to win prizes from April 1 - April 30, 2009. The drawing will take place on May 2, 2009 at 10 a.m.

WHERE: Grocery Outlet, 22660 Vermont Street, Hayward, CA 94541

MORE INFO: For more information, please contact the store at (510) 881-8020

ABOUT Based in Berkeley, California, Grocery Outlet offers extreme bargains on brand name **GROCERY** merchandise, with prices often up to 50% cheaper than conventional retailers

OUTLET:

merchandise, with prices often up to 50% cheaper than conventional retailers. The largest "extreme-value" grocer in the U.S., Grocery Outlet has over 130 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-owned 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.



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