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BRAND NEW ST JOHNS GROCERY OUTLET HOSTS FREE GRAND OPENING CELEBRATION ON SATURDAY, JANUARY 22, 2010

WHO: NEW ST JOHNS, OR Grocery Outlet, locally owned/operated by Brandon and Sam Riahi

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 PORTLAND, OR with a host of exciting events on Saturday, January 22, 2011. Attendees will enjoy incredible bargains, prize giveaways and the chance to win more than $2,700 in prizes!

WHEN: **Saturday, January 22nd, 8:30 a.m. - 6 p.m.**

Come early, save BIG!

- 8:30am - FREE Eco-friendly Reusable Grocery Bag for the first 1,000 customers in line
- 8:30am FREE Hot Coffee and Treats for customers
- 10am - 12pm – FREE Spin and Win on the Wheel of Bargains. Everyone wins a prize!
- 11am - 2pm – $1 Hot Dog & Drink Sale to benefit **Boy Scouts of America Troop #120**
- 12pm - 5pm – Who is Pushing the Magic Cart? A winner every 15 minutes!
- 3pm - 5pm – FREE Spin and Win on the Wheel of Bargains. Everyone wins a prize!
- Enter for a chance to win one of these amazing grand prizes**:
    - 40" Sony Bravia LCD Television Value $599.99
    - Wii Gaming System: Wii Console, Wii Sports, Extra Remote Plus and Nunchuck (black) - Value $259.97
    - Pair of His/hers Raleigh "Detour" Bicycles - Men's Model 4.5, Women's Model 3.5, from Weir's Cyclery Value $600
    - FREE Groceries for One Year – 2 winners: value $600 per winner. Prize awarded as $50 Grocery Outlet Gift Certificates, one (1) per month for one (1) year.

***NOTE: Customers can enter for a chance to win one of above four (4) great prizes from **1/22/2011- 2/25/2011**. One entry per person per day. Drawing for prize winners will be held at **12pm on Saturday, February 26th** at the NEW ST JOHNS Grocery Outlet. No purchase necessary. Winner need not be present to win but must claim prize within 3 days of drawing or another winner will be chosen. No cash value and no substitutions. Must be 18 years of age or older to enter.*

- On Saturday, January 22 **only**, enter for a chance to win one of ten (10), $50 Grocery Outlet Gift Cards. Winners will be chosen by 12pm on Sunday, January 23rd and must claim prize within 3 days of drawing or another winner will be chosen. No cash value and no substitutions.

W.O.W. Weekends:

January 29th – February 26th:

- Jan 29th – 9 a.m. – FREE Coffee & Treats - 11 am - 2 pm FREE Spin & Win on the Wheel of Bargains

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- Feb 5th -- 9 am. – FREE Coffee & Treats - 11 am - 2 pm FREE Magic Cart winner every 30 minutes
- Feb 12th -- 9 a.m. – FREE Coffee & Treats - 11 am – 2 pm FREE Spin & Win on the Wheel of Bargains
- Feb 19th -- 9 a.m. – FREE Coffee & Treats - 11 am – 2 pm FREE Magic Cart Winner Every 30 Minutes
- Feb 26th – Prizes awarded

WHERE: Grocery Outlet, 7741 N. Lombard Street, Portland, OR 97203
Store hours: 9 a.m. - 9 p.m. every day

MORE INFO: For more information, please go to http://www.groceryoutlet.com/.

ABOUT GROCERY OUTLET:
Based in Berkeley, California, Grocery Outlet offers extreme bargains on brand name merchandise, with prices often up to 70% cheaper than conventional retailers. The largest "extreme-value" grocer in the U.S., Grocery Outlet has over 150 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, fresh vitamins, household products, toys and gifts. A third-generation family-led 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.groceryoutlet.com

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