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GROCERY OUTLET BRINGS EXPANDED SAVINGS TO WATSONVILLE WITH BRAND NEW MAIN STREET LOCATION

Local Husband & Wife Team Celebrate with Huge Ribbon Cutting and Grand Opening Celebration on Saturday, November 6

Berkeley, CA – October 19, 2010 – Husband and wife entrepreneurs Nate and Dawn Harrell are proud to celebrate the opening of a brand-new Grocery Outlet in Watsonville with a Ribbon Cutting and Grand Opening celebration planned for **Saturday, November 6.** Watsonville and surrounding Santa Cruz County area residents can expect to save up to 70% on brand name, quality foods and merchandise at the new Grocery Outlet, the largest "extreme-value" grocer in the U.S. The Harrell family is pleased to welcome **Honorable Luis Alejo, Mayor of Watsonville,** to the Grand Opening festivities as he officiates the Ribbon Cutting ceremony at 7:30 am on Saturday, November 6.

In a time when mom-and-pop shops – let alone large corporations - are shuttering store windows instead of opening them, the Harrell family business is an inspiration. Nate, Dawn and their children currently reside 15 minutes from the new Watsonville store in Salinas, California where they also own and operate another successful Grocery Outlet location on Main Street. Originally from Portland, OR, Nate enjoyed a management career with Safeway before becoming a Route Sales Representative for popular bread company that happened to be a vendor of Grocery Outlet's. It was here that Nate was first introduced to Grocery Outlet Bargain Markets. Dawn, also originally from Portland, worked in restaurant management for 18 years and owned a tortilla route with Mission Food, and as a vendor, she too was introduced to Grocery Outlet.

Over time, both Nate and Dawn became increasingly more interested in a lifestyle change and the idea of owning a business that allowed them more time to spend with each other and their family. The Harrell's were instantly drawn to Grocery Outlet's dedication to the family-oriented credo of business ownership and the opportunity to own a thriving business. In 2008, after the couple interviewed and worked through Operator Training, Nate and Dawn took over their first store in Salinas. After 1.5 years, the Harrell's are thrilled to also own/operate a brand new Grocery Outlet location in Watsonville.

To support operations for the new store, the Harrell's have hired 35 local residents, including single mothers seeking employment and local neighbors wanting a great job opportunity. Hired positions range from everything from merchandisers to department managers. Hiring at this time is significant, especially considering the local unemployment rate in Santa Cruz County is 11% percent, more than a full percentage point higher than the national unemployment rate.

The new store will occupy a former used car lot that had been closed for some time. At 18,500 square feet, the completely renovated and brand new Grocery Outlet space will feature a spacious 8 aisles of product offerings, a deli case with pre-packaged, sliced meats and cheeses, a premium fresh meat case with all natural USDA top-cuts, large seasonal produce displays, a dedicated organic section, and an enhanced wine and beer department. As is the case with most Grocery Outlet locations nationwide, the new Watsonville store site will provide a once underserved area with much needed fresh and nutritious foods at affordable prices.

"Having worked in the retail industry for many years, I'm excited to be able to contribute to the community and offer surrounding area residents the opportunity to save a significant amount of money through Grocery Outlet," says Nate. "Discount shopping doesn't have to mean you have to sacrifice quality - We are here to help fill family's bellies with excellent product at affordable prices."

Even amidst challenging economic times, Grocery Outlet stores across the Northwest are thriving, especially in California.

Directly following the 7:30 am Ribbon Cutting ceremony on Saturday, November 6, the store will celebrate the Grand Opening at 8:00 am – 6:00 pm with an array of fun, family entertainment including free eco-friendly Grocery Outlet bags for the first 700 customers, airbrush tattoo artistry and games, giveaways, balloon twisting by Balloon Star, a local charity fundraising Hot Dog Sale on behalf of **Habitat for Humanity** and a live performance by **Mariachi Gilroy**.

For more information on the Watsonville Grocery Outlet, please visit: 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 145 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-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.groceryoutlets.com.