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**GROCERY OUTLET EXPANDS SAVINGS IN PORTLAND WITH
BRAND NEW FLAVEL STREET LOCATION**

***Local Husband & Wife Team Celebrate Huge Grand Opening on
Saturday, September 11***

Portland, OR - September 2, 2010 – Husband and wife entrepreneurs Mike and Kathryn Luna are proud to celebrate the opening of a brand-new Grocery Outlet in Portland on with a Grand Opening celebration planned for **Saturday, September 11**. Portland 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 new store, located 10 minutes from downtown Portland at 7120 Southeast Flavel Street, is located directly across the street from the 72nd Bar and Grill and Stoney's Market.

In a time when mom-and-pop shops – let alone large corporations - are shuttering store windows instead of opening them, the Luna family business is an inspiration. Mike, Kathryn and their 7 children, originally from Northern California, currently reside 5 minutes from the Flavel store in Happy Valley. Mike has enjoyed most of his career in the retail business and now comes full circle as Co-Owner/Operator of the new Flavel Grocery Outlet. Mike spent the last 15 years as a Sales Associate for Cash & Carry and, as a young boy, worked with Grocery Outlet for seven years as a store cleaner and merchandiser. Kathryn has worked as a daycare provider for the last seven years and before that, as a hairdresser for 13 years. Over time, Mike and Kathryn 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.

In 2009, the Luna's answered a regional recruitment advertisement for Grocery Outlet and became instantly drawn to the company's dedication to the family-oriented credo of business ownership and the opportunity to own a thriving business. After 1.5 years of Owner/Operator training with the Eureka Grocery Outlet, the Luna's look forward to opening their own store.

To support operations for the new store, the Luna's have hired 30 local residents, including single mothers seeking employment and local neighbors wanting a great job opportunity. The Luna's have also hired a few from their own immediate family, including two of their six sons, one who will serve as front-end Manager. Hired positions range from everything from merchandisers to department managers. Hiring at this time is significant, especially considering the local unemployment rate in Portland is 10.4% percent, a full percentage point higher than the national unemployment rate.

The new store will occupy a former Red Apple Market that had been closed for some time. At 12,000 square feet, the completely renovated and brand new Grocery Outlet space will feature a spacious 9 aisles of product offerings, a 32ft deli case with prepackaged, 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 Flavel 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 offer surrounding area residents the opportunity to save a significant amount of money through Grocery Outlet," says Mike. "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 Oregon.

The Luna's are marking the grand opening of the new Grocery Outlet with a host of community-driven, celebratory events. The store will host the opening celebrations on **Saturday, September 11**, with an array of events including free eco-friendly Grocery Outlet bags for the first 700 customers, face painting and games, giveaways, balloons, a local charity fundraiser on behalf of the **The Boy Scouts Troop #815** and the chance to win more than **\$5,700** in prizes.

For more information on the Flavel 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 142 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.

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