CONTACT:
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SAN JOSE EXPANDS SAVINGS TO CONSUMERS WITH BRAND NEW SOUTH SAN JOSE GROCERY OUTLET

GRAND OPENING CELEBRATION ON SATURDAY, DECEMBER 3, 2011

WHO: NEW Grocery Outlet in South San Jose, CA, independently owned/operated by Avez and Alia Bashadi

WHAT: Grocery Outlet, the largest "extreme-value" grocer in the U.S. with prices up to 50% less than conventional retailers, is celebrating the grand opening of a new store in South San Jose, CA with a host of exciting events Saturday, December 3, 2011. Attendees will enjoy free coffee and treats, free Eco Reusable Bags for the first 500 customers, fun games with prize giveaways and activities for the whole family to enjoy, as well as the chance to win either a Panasonic 42" 1080p HDTV, a pair of His and Her Felt Cruiser Bicycles, an Apple iPad 2 with 16GB, WiFi & a case, or free groceries for a year! Also, from 11am to 2pm, come buy a $1 Hot Dog or Drink to support Willow Glen Baptist Church.

WHEN: **Saturday, December 3, 2011 from 8:00 a.m. – 3:00 p.m.**

Come early, save BIG!

- 8am – FREE Coffee and Treats
- 8am – FREE Eco Reusable Bags for the first 500 customers
- 10am – 3pm FREE Spin and Win on the Wheel of Bargains
- 10am –3pm – FREE Face Painting by Dizzy Entertainment
- 11am – 2pm - $1 Hot Dog & Drink sale, benefitting Willow Glen Baptist Church
- 11am – 3pm – FREE Play Magic Cart! A winner every 30 minutes!
- Grand Opening Day Only! Enter for a chance to win 1 of 10 $50 Grocery Outlet Gift Certificates

- Enter for a chance to win one of these amazing grand prizes:
  - Panasonic 42" 1080p HDTV
  - Pair of His and Her Felt Cruiser Bicylces - Purchased locally from Hyland Family Bicycles
  - Apple iPad 2, 16GB, WiFi and case
  - FREE Groceries for One Year – Value $600. Prize awarded as $50 Grocery Outlet Gift Certificates, one (1) per month for one (1) year. Enter to win December 3, 2011 through January 13, 2012. Drawing held at noon on Saturday, January 14, 2012.

**Enter for a chance to win one of these grand prizes from December 3, 2011 through January 13, 2012. ONE entry form per person per day. Drawing for the winners of all prizes will be held at NOON on Saturday, January 14, 2012 in the South San Jose Grocery Outlet. No purchase necessary. Winner need not be present to win but must claim prize within 3 days of notification or another winner will be chosen. No cash value and no substitutions. Must be 18 years of age or older to enter.

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W.O.W. Weekends at the NEW South San Jose Grocery Outlet:
December 10, 2011 – January 14, 2012

- December 10th - 8 am FREE Coffee & Treats. 11 am - 2 pm FREE Spin and Win on the Wheel of Bargains
- December 17th - 8 am FREE Coffee and Treats. 11 am - 2 pm Play MAGIC CART Winner every 30 minutes
- January 7th - 8 am FREE Coffee & Treats. 11 am - 2 pm FREE Spin and Win on the Wheel of Bargains
- January 14th - 8 am FREE Coffee and Treats. 11 am - 2 pm Play MAGIC CART Winner every 30 minutes

WHERE: 1665 Foxworthy Ave., San Jose, CA 95124

MORE INFO: For more information, please visit 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 50% less than conventional retailers. The largest "extreme-value" grocer in the U.S., Grocery Outlet has over 157 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