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GROCERY OUTLET BRINGS A GOLD RUSH OF SAVINGS TO JACKSON WITH BRAND NEW STATE HIGHWAY LOCATION

***Local Husband and Wife Team Celebrate with Huge
Grand Opening Celebration Weekend Saturday, April 14 - Sunday, April 15***

Berkeley, CA – March 19, 2012 – Husband and wife entrepreneurs Jesse and Rhonda Andriessen are proud to celebrate the opening of their brand-new Grocery Outlet location on #9 State Highway 49-88 in Jackson, California with a Grand Opening event planned for Saturday, April 14 and Sunday, April 15. Jackson and surrounding Amador County area residents can expect to pay much less on brand name, quality foods and merchandise at the new Grocery Outlet, the largest "extreme-value" retailer in the U.S. With over 158 store locations, Berkeley-based Grocery Outlet offers extreme bargains on brand name merchandise and fresh nutritious foods, with prices often up to 50% less than conventional retailers.

Not only is Grocery Outlet bringing extreme savings to Amador County, it's also creating local job opportunities. The Andriessen's plan to hire 30 full-time and part-time employees to fill positions ranging from merchandisers and cashiers, to department managers and leads. The brand-new store will open in the space formerly occupied by Safeway at the intersection of SR-49 and SR-88.

Jesse Andriessen, a former resident of Jackson, was born at the old Jackson Hospital and attended Jackson Elementary, Sutter Creek Junior High and Jackson Jr. High. During his childhood, he also played on the Lions Little League Baseball Team and Amador Nuggets Football Team. Jesse, and his wife Rhonda of 31 years, look forward to returning to Jackson to own and operate the new Grocery Outlet location. The Andriessen's have been with Grocery

Outlet for more than 10 years - previously in the Newark, Concord and Santa Maria, CA locations - and are thrilled to bring these amazing deals to the city Jesse calls home.

The new store will occupy a former Safeway building in downtown Jackson. At approximately 16,000 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.

The Grand Opening celebration on Saturday, April 14, and Sunday, April 15 will take place on both days between 8:00 am – 4:00 pm and will include an array of fun, family entertainment including free frugal-friendly Grocery Outlet bags for the first 300 customers (each day), games and giveaways, a local charity fundraising hot dog and drink sale on behalf of the Jackson Lion's Club (Saturday) and Boy Scouts of America Jackson Troop 78 (Sunday) and a live performance by the Amador-Argonaut High Schools Combined Band Saturday, April 14 from 12:00pm – 2:00pm.

The Andriessen's will present a "big check" donation of \$900 to the Amador-Argonaut High Schools Combined Band at the end of their performance and will also donate a pallet of food valued at \$1,000 to the Interfaith Food Bank of Amador County.

For more information on the Jackson Grocery Outlet, including job opportunities, please visit:

www.groceryoutlet.com or visit their Facebook page:

<http://www.facebook.com/pages/Jackson-Grocery-Outlet/179430938825409>

About Grocery Outlet

Based in Berkeley, California, Grocery Outlet offers extreme bargains on brand name merchandise, with prices often up to 50% cheaper than conventional retailers. The largest "extreme-value" grocer in the U.S., Grocery Outlet has 158 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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