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GROCERY OUTLET EXPANDS SAVINGS IN FRESNO WITH BRAND NEW NORTHWEST LOCATION

Local Husband and Wife Team Celebrate with Huge Grand Opening Celebration Saturday, June 23

Berkeley, CA – June 12, 2012 – Husband and wife entrepreneurs Mike and Michelle Martin are proud to celebrate the opening of their brand-new Grocery Outlet location in Northwest Fresno, California with a Grand Opening event planned for Saturday, June 23. This will be the second Grocery Outlet location owned and operated by the Martin's, who also own the Grocery Outlet location on E. Ashlan Avenue. Northwest Fresno residents can now 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 160 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.

The Martin's opened their first Fresno Grocery Outlet on East Ashlan Avenue in 2010. Mike brings extensive grocery experience to this ownership, with over 15 years of operating a family market in Eastern Washington. Together with Michelle and their three children, the Martin's look forward to becoming an even greater part of the Fresno community. The Martin's have deep roots in the grocery business, inspiring the Martin's eldest son and fourth generation, Billy, and his new wife Danielle, to join the Grocery Outlet family. The pair aspire to one day own and operate a store alongside Mike and Michelle.

The Martin's new NW Fresno store will occupy a former Lazy-Boy building and is located next to Toys R Us and a brand new Panera Bread location. At approximately 20,000 square feet, the completely renovated and brand new Grocery Outlet space will feature a spacious 10 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, a large natural health and beauty department, a dedicated organic section, and an enhanced wine and beer department. Because Michelle and all three of her and Mike's children have Celiac disease, the Martin's felt it was important to offer a wide offering of discounted gluten-free and other specialty, hard-to-find - and often expensive - products.

Not only is Grocery Outlet bringing extreme savings to Fresno County, it's also creating local job opportunities. The Martin's have already hired 35 full-time and part-time employees to fill positions ranging from merchandisers and cashiers, to department managers and leads.

The Grand Opening celebration on June 23 will take place 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 500 customers, games and giveaways, a local charity fundraising hot dog and drink sale on behalf of the Fresno Rescue Mission and appearances by the Grocery Outlet Frugal Friends, Lois Prices and Ben Saven throughout the day.

For more information on the new NW Fresno Grocery Outlet, please visit:

www.groceryoutlet.com or visit their Facebook page:

<http://www.facebook.com/NwFresnoGroceryOutlet>

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 161 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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