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**FOR IMMEDIATE RELEASE**

**SHOP 'N SAVE® OFFERS DOUBLE FUEL INCENTIVES STARTING OCTOBER 8**  
*-- Customers Earn Double Pump Perks Discounts with Gift Card Program --*

Pittsburgh, Pa – October 8, 2009 – Just in time for the holidays, locally owned and independently operated SHOP 'n SAVE stores are once again offering a Double Pump Perks promotion for its customers, who can earn twice as many fuel incentives when they buy gift cards. For a limited time, for every \$50 spent on select gift cards, SHOP 'n SAVE customers can earn 20 cents off per gallon of gas at participating Sunoco, BP and SHOP 'n SAVE Express locations.

“The stores are happy to offer additional savings with double fuel discounts as part of a commitment to giving shoppers the best value,” said Bill Lipsky, area sales director for SUPERVALU, which supplies the independent SHOP 'n SAVE stores. “The gift card program has become extremely popular and will now give shoppers even more ways to save. In addition to everyday low prices, weekly sales events – including two-day sales, truckload sales and online perks program – this is just one more way to bring value during this time of year.”

The SHOP 'n SAVE gift card program allows customers to earn double the savings at the gas pump just by purchasing gift cards and using them toward everyday purchases for food, entertainment, home improvements and fashion. The gift cards are sold in various denominations and can be redeemed at more than 100 participating department, electronic and home improvement stores, in addition to family restaurants and entertainment venues.

The SHOP 'n SAVE gift card program is currently available at participating locations in Western Pennsylvania, Eastern Ohio and West Virginia. Participating stores include customer favorites like

Bed, Bath & Beyond, Kohls, NFL.com and Olive Garden. Customers can see a complete list of available gift cards by visiting [www.shopnsavefood.com](http://www.shopnsavefood.com).

Also available to online visitors is the My Perks Online program, which enables shoppers to get the coupons they want, on the items they buy most, by digitally adding coupons to their card. Customers also can check the weekly circular, search for recipes, receive health and wellness information, news articles and connect to the official SHOP 'n SAVE Facebook profile.

*About SHOP 'n SAVE:*

There are more than 70 locally and independently owned and operated SHOP 'n SAVE stores in western Pennsylvania, eastern Ohio and West Virginia. Established in 1968 as one of the nation's first discount grocery stores, SHOP 'n SAVE offers customers everyday low prices on name brand and private label products. For more information, visit [www.shopnsavefood.com](http://www.shopnsavefood.com).

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