

EMBARGOED UNTIL SEPT. 1, 2011

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Jewel-Osco® and the Food Bank of Northwest Indiana Team Up For Hunger Action Month Campaign

(Itasca, Ill.) Sept. 1, 2011 – JEWEL-OSCO, a leading Midwest food and pharmacy retailer, is partnering with multiple food banks, including the Food Bank of Northwest Indiana, on a proactive food drive to support Hunger Action Month in September.

The campaign, called “Give a Little, Feed a Lot,” which is going on now at all JEWEL-OSCO stores and continues throughout the entire month, will also benefit the Greater Chicago Food Depository and the Northern Illinois Food Bank as well as the Midwest Food Bank, the River Bend Foodbank and dozens of local pantries across JEWEL-OSCO’s service area.

“Hunger relief is a top corporate social responsibility issue for our company,” said JEWEL-OSCO President Brian Huff. “So ‘Give a Little, Feed a Lot’ is a great opportunity for us to work with our food bank partners and others in the community, to help people in need in this challenging economy.”

During the campaign, customers will be able to make monetary donations at store registers and food contributions in specially marked bins. All donations will benefit the food banks and local pantries.

"Here at the Food Bank of Northwest Indiana we serve over 5,000 people each week, so programs like this are very helpful and greatly appreciated," said Angie Williams, executive director of the Food Bank of Northwest Indiana. "JEWEL-OSCO has been a great Hunger Action Month partner for the past four years, and they've demonstrated fantastic leadership in raising public awareness, fundraising and supporting not only the Food Bank but our local pantries as well."

Last year, JEWEL-OSCO’s “Give a Little, Feed a Lot” campaign raised over \$2 million in combined food and cash donations.

About JEWEL-OSCO

JEWEL-OSCO, a SUPERVALU company, operates approximately 180 stores in Illinois, Iowa and Northwest Indiana. With a market-leading position in Chicago, JEWEL-OSCO stores offer consumers the convenience of combined grocery and pharmacy retail services. Originally established in 1899, the company and its associates remain committed to the communities they serve. For more information about JEWEL-OSCO, please visit www.jewelosco.com or www.jeweloscopharmacies.com.