



FARM FRESH[®] Launches “Groceries for Going Green”

Individuals who go with a greener commute can earn money off their groceries and win weekly prizes of \$100 in FARM FRESH groceries!

VIRGINIA BEACH, VA / January 5, 2010 — FARM FRESH[®] today announced a unique partnership and event with NuRide, Inc. and TRAFFIX, a service of Hampton Roads Transit which will reward commuters in Hampton Roads with valuable FARM FRESH discounts and groceries when they choose to go green by carpooling, vanpooling, biking, walking, telecommuting or taking public transportation.

The event, called “*Groceries for Going Green*”, was officially kicked off at 11:30 am EST today at FARM FRESH’s downtown Norfolk location at a press conference with FARM FRESH President Ron Dennis, Hampton Roads Transit Vice President James Toscano and NuRide CEO Rick Steele and will run throughout the Hampton Roads region for one year. To participate in the event, commuters sign up on the NuRide web site and earn points for every carpool, vanpool, public transportation, telecommute, walk or bike trip they take, which can be redeemed for rewards and special offers from sponsors, including coupons for \$5 off of purchases of \$50 or more from FARM FRESH. Participants are also entered into weekly prize drawings for \$100 in groceries from FARM FRESH.

“FARM FRESH has long been committed to our local community and our environment,” said Ron Dennis, president and COO of FARM FRESH, “and during these tough economic times we are excited to team up with NuRide and expand our partnership with Hampton Roads Transit to launch this important initiative that can help families go green while saving some green on their groceries.”

“When commuters take a greener trip it not only helps them save money but it reduces traffic and emissions throughout the region,” said Hampton Roads Transit’s vice president James Toscano, “that’s why public-private partnerships and special events like this one are so important, they achieve a win-win-win that benefits commuters, businesses and our entire region.”



“We are thrilled to partner with such a wonderful community-oriented organization like FARM FRESH,” said Rick Steele, NuRide CEO, “and the FARM FRESH event coupled with support from the TRAFFIX program will be directly responsible for reducing 80,000 car trips resulting in almost 2 million fewer miles driven and the preventions of over 800 tons of emissions – an incredible contribution to going green throughout Hampton Roads!”

Other Hampton Roads area companies sponsoring the event include Abbey Road Pub and Restaurant, Busch Gardens, Contemporary Arts Center of Virginia, Dunkin’ Donuts, Mojito Café, Mystery Dinner Playhouse, Nauticus, Norfolk Botanical Gardens, Peninsula Fine Arts Center, Qdoba, Taste Unlimited, Virginia Aquarium, Virginia Zoo, Water Country USA. For more information on “*Groceries for Going Green*” please visit www.farmfreshgoinggreen.com.

About FARM FRESH®

FARM FRESH® is a SUPERVALU INC. company. SUPERVALU INC. is one of the largest companies in the United States grocery channel with estimated annual sales of \$45 billion. SUPERVALU holds leading market share positions across the U.S. with approximately 2,500 retail grocery locations, including approximately 920 in-store pharmacies. Through SUPERVALU’s nationwide supply chain network, the company provides distribution and related logistics support services to more than 2,500 independent retailers and other grocery endpoints across the country. SUPERVALU has approximately 190,000 employees. For more information about SUPERVALU visit www.supervalu.com.

About NuRide, Inc.

NuRide is the nation’s largest rewards program for individuals who take greener trips, which include carpooling, vanpooling, biking, walking, telecommuting and taking public transportation. NuRide is a free service and is by sponsors who provide special offers to NuRide members for taking greener trips and reducing global warming, traffic congestion and energy consumption. In Hampton Roads, NuRide is funded by Hampton Roads Transit’s TRAFFIX program. For more information on NuRide please visit www.nuride.com. For more information on Hampton Roads Transit’s TRAFFIX program please visit www.traffixonline.org.