

Bashas'

Family of Stores



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BASHAS' APPOINTS FOUR EXECUTIVES TO NEW LEADERSHIP POSITIONS

ARIZONA – Jan. 28, 2008 – Bashas' Family of Stores recently appointed four of its executives to key leadership positions within the company – Robert Ortiz to senior vice president of sales and merchandising; Christie Frazier-Coleman to vice president of strategic initiatives; Cisco Echeverria to vice president of sales and merchandising for Food City; and Mike Solis to director of merchandising for Food City's non-perishable departments.

"I am pleased to announce these leadership changes," said Mike Proulx, Bashas' president and chief operating officer. "With a combined total of 70 years of experience with our company, these individuals will bring a wealth of experience and perspective to their new job responsibilities."

Robert Ortiz was named senior vice president of sales and merchandising, and has been an integral member of the company for more than 25 years. Ortiz will oversee all sales and merchandising activities for the company's formats, including Food City; AJ's Fine Foods; Sportsman's Fine & Spirits; Ike's Farmers Market; Eddie's Country Store; and both Bashas' and Bashas' Dine supermarkets. Ortiz was formerly vice president of sales and merchandising for Food City.

Christie Frazier-Coleman was named vice president of strategic initiatives. In this new position, Christie will oversee the company's strategic projects. She has accumulated more than two decades of experience in grocery retail and food distribution and has been with Bashas' for 23 years.

Cisco Echeverria was named vice president of sales and merchandising for Food City. Echeverria joined the company in 2001, and has a well-rounded, successful track record within the grocery industry and with Bashas' Family of Stores.

Mike Solis was named director of merchandising for Food City's non-perishable department. Solis will be responsible for center store merchandising. Solis has been employed with Bashas' for the past 15 years.

Bashas' Family of Stores is an Arizona-based, family-owned and -operated grocer founded 75 years ago by brothers Ike and Eddie Basha, Sr. With more than 14,000 employees and 160 stores, it is the 12th largest employer in the state and one of the Best Places to Work in Arizona. Since the company's inception in 1932, Bashas' has given back more than \$100 million to the communities it serves. For more information, visit www.bashas.com.