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BASHAS' SUPERMARKETS LAUNCHES NEW EAT SMART PROGRAM, ANNOUNCES "HEALTHY KITCHEN MAKEOVER" CONTEST

ARIZONA (Jan. 16, 2009) Every January, millions of Americans make a vow to eat healthier. For some, this New Year's resolution is a recurring one, as few are able to stick to a healthy eating plan. And how can you blame them? With fad diets, conflicting nutrition information, new food products and confusing food labels, it's becoming more difficult to determine the healthiest food options at the supermarket.

Shoppers looking for healthier food choices can now rely on Arizona's hometown grocer for help. This month, Bashas' Supermarkets will be the first grocery chain in the state to introduce a comprehensive nutrition program for customers. Bashas' new *Eat Smart* program consists of:

- Colorful nutrition shelf tags in every aisle of the store that identify whether a food is a "healthier option," is "heart healthy," has "low sodium," is "calcium rich," has "reduced sugar" or is an "immune booster";
- A free *Eat Smart* newsletter, featuring nutritional foods and recipes;
- Free *Eat Smart* nutritional cards, with healthy eating tips and shopping lists;
- Free monthly *Eat Smart* healthy shopping tours and special events at Bashas' stores, beginning in February; and
- A year-long, designated *Eat Smart* end cap display in stores, featuring healthy products.

Led by Bashas' new in-house, registered dietician, Bashas' *Eat Smart* program was designed to make shopping for healthy foods easy. "We're ultimately taking the guesswork out of healthy eating," said Barbara Ruhs, Bashas' new registered dietician. "Whether you're watching your own waistline or are concerned about your kids' nutrition, this new program makes it easy to embark on a healthier lifestyle."

To celebrate the debut of the *Eat Smart* program, Arizona residents are invited to participate in Bashas' "Healthy Kitchen Makeover" contest. Adults 18 years of age or older are invited to submit photos of their refrigerator, freezer and/or kitchen pantry, along with a 200-word-or-less essay explaining why they need a healthy food makeover. Up to three lucky winners will be selected to receive a \$500 gift card from Bashas', which will be used as part of a one-on-one healthy food consultation with Bashas' registered dietician.

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Individuals interested in participating in the "Healthy Kitchen Makeover" contest can enter by 1) e-mailing photos and a 200-word-or-less essay to eatsmart@bashas.com OR by 2) mailing photos and a write-up to "Bashas' Healthy Kitchen Makeover" Contest, Attn: Public Relations Dept., P.O. Box 488, Chandler, AZ 85244." Entries must be received by Sunday, March 1, 2009. Winners will be selected by Ruhs and announced in mid-March.

As the grocer's new, in-house dietician, Ruhs is responsible for providing nutrition education for Bashas' customers. She is a Registered Dietician (R.D.) and has experience counseling individuals with health concerns, as well as educating school children about proper nutrition.

Bashas' is an Arizona-based, family-owned and -operated grocery chain known for its made-from-scratch bakery items, full-service butcher shop, fresh produce and award-winning Chef's Entrées. Since its inception in 1932, Bashas' has given more than \$100 million back to the communities it serves. For additional information about Bashas', including contest rules for the "Healthy Kitchen Makeover," visit www.bashas.com.

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