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HOMETOWN GROCER, LOCAL FOOD COMPANIES TEAM UP TO SUPPORT PEDIATRIC PATIENTS, ENCOURAGE 'GREEN' LIFESTYLE

Bashas', Food City & AJ's grocery stores sell limited-edition, reusable grocery totes to benefit Phoenix Children's Hospital

ARIZONA (April 7, 2009) Dodge the age-old question of "paper or plastic" by choosing to reuse. It will help preserve Arizona and support Phoenix Children's Hospital.

Bashas', Food City and AJ's grocery stores have teamed up with Hickman's Eggs, Holsum Bakery and Shamrock Farms on a charitable "green" mission this spring. The team of local companies will introduce a bright green reusable shopping tote, featuring "Flower Hand" artwork from Adam Isaiah Garay, a 7-year-old Phoenix Children's Hospital patient.

"I drew this picture because we all need our hands to do good and our part to clean our world," said Adam. "And when it's all clean, then we can grow beautiful trees and flowers." Adam was diagnosed with chronic myelogenous leukemia in 2006. Since then, he has endured chemotherapy and a bone marrow transplant. When Adam has to stay in the hospital, he keeps busy by drawing.

Arizona residents can find the special reusable tote at Bashas', Food City and AJ's stores statewide starting April 7. This "must-have" spring accessory will be easy on the environment and customers' pocketbooks. Offered at the irresistible price of \$1.49, a limited supply of totes will be on sale in 144 stores until supplies last. One hundred percent of tote sales will go directly to Phoenix Children's Hospital's Center for Cancer and Blood Disorders, the largest provider of hematology and oncology care for children in Arizona and the entire western region. Donations will help little patients like Adam.

"The funds raised from our community through a program like this will dramatically impact the survival rates for children with cancer," said Dr. Jessica Boklan, pediatric oncologist at the Center for Cancer & Blood Disorders at Phoenix Children's Hospital. "Seventy-five percent of all children with cancer at Phoenix Children's are cured of the disease. The reason the cure rate is so dramatic is because kids with cancer are participants in clinical trials immediately after their diagnosis."

Shoppers also can give a monetary donation to Phoenix' Children's Hospital when they checkout for groceries. Participating Bashas', Food City and AJ's grocery stores will be selling bright green paper icons for \$1, which feature Adam's "Flower Hand" artwork. Similar to the totes, 100 percent of donations will go directly to the hospital.

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"We're grateful for the local support from Hickman's Eggs, Holsum Bread and Shamrock Farms – these hometown companies do so much for Arizona; their foods should be staples in everyone's kitchen," said Kristy Nied, director of communications for Bashas' Family of Stores. "We're also lucky to have community-minded customers who are passionate about supporting local causes like this one. With the support of our partners, our employees and our customers, we hope to completely sell out of these totes by the end of April."

About Phoenix Children's Hospital

Phoenix Children's Hospital is Arizona's only licensed children's hospital, providing world-class care in more than 40 pediatric specialties to our state's sickest kids. Though Phoenix Children's is one of the 10 largest freestanding children's hospitals in the country, rapid population growth in Arizona means the Hospital must grow as well. Phoenix Children's recently announced a \$588 million expansion plan to bring its special brand of family-centered care to even more patients and families. The plan includes a significant upgrade of the Hospital's current campus, an aggressive physician recruitment effort, and new satellite centers in high-growth areas of the state. Phoenix Children's Hospital is one of only two federally funded hemophilia programs in Arizona. The Neuro-Oncology program treats more than 70 percent of pediatric brain tumor patients in Arizona. For more information, visit phoenixchildrens.com.

About Bashas' Family of Stores

Bashas' Family of Stores is an Arizona-based, family-owned and -operated grocer founded by brothers Ike and Eddie Basha, Sr. With more than 11,000 employees and 150 stores, it is the 8th-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. As part of a longstanding pledge to serve Arizona communities, the grocer is committed to conserving energy, water and fuel, in addition to recycling plastic bags, cardboard, grocery carts, bakery racks and other supplies – at the same time, the grocer regularly invites shoppers to join in the efforts. As a result, the grocer recycles more than 25,000 tons of cardboard and plastic materials every year; conserves enough energy annually to power 7,500 homes; and uses a fuel-efficient program to eliminate 1,775 tons of CO2 emissions annually from its fleet of trucks, a reduction equivalent to removing 1/3 of its trucks from the road. For more information, visit bashas.com.

About Hickman's Eggs

Hickman's Family Farms has been family-owned and operated in Arizona since 1944. Hickman's utilizes stringent methods of conservation and recycling to remain as environmentally friendly as possible. Wash water is recycled and reused, and manure is dried, ground, and turned into high quality fertilizer. The company believes in supporting the community and contributes to a variety of efforts and causes, including Homeward Bound, Arizona Farm Bureau's Ag-Day, the Glendale Historical Society, the Heard Museum, and many local fairs and rodeos. For more information, visit hickmanseggs.com.

About Holsum Bakery

Established in 1881, Holsum Bakery is among Arizona's oldest family-run businesses. Today, Holsum operates in Arizona as a subsidiary of Flowers Foods Inc. Holsum operates two bakeries in Arizona, one in Phoenix and the other in Tolleson. It supplies Holsum, Aunt Hattie's, Roman Meal and Nature's Own breads and rolls to Arizona, New Mexico, southern Nevada and southern California. From its humble beginning, Holsum has become favorably known across the United States, Canada, Puerto Rico, and South America. For more information, visit holsumbakery.com.

About Shamrock Farms

Shamrock Farms, the largest dairy in the Southwest, produces and distributes traditional and organic farm-fresh milk, as well as whipping cream, sour cream, cottage cheese, ice cream and frozen novelties, and is committed to being an environmental steward. Shamrock Farms, which has its own farm hosting both a traditional and organic herd totaling more than 10,000 cows, is a division of Shamrock Foods Company, a family-owned and operated business founded in 1922 in Tucson, Ariz. For more information, visit www.shamrockfarms.net or call 1-888-HI-ROXIE.