



Media Contacts: Kristy Nied
Bashas'
(480) 201-2030
knied@bashas.com

Tania Marquez
C-K Public Relations
(602) 417-0662
tmarquez@ckpr.biz

**BASHAS' SUPERMARKETS CUT PRICES ON MORE THAN 10,000 EVERYDAY ITEMS
One Lucky Winner Will Get Free Groceries for a Year; 53 Others Will Win a \$50 Gift Card**

ARIZONA (March 31, 2009) – Arizona residents who are hungry for some positive news in today's weak economy will soon have an encouraging piece of information to feast on. Starting today, Arizona's hometown grocer will be cutting prices on more than 10,000 everyday products, giving families what they're most looking for – value.

“In the 77 years that Bashas' has been in business, we've weathered countless economic downturns,” said Mike Proulx, President and Chief Operating Officer of Bashas' Family of Stores. “Not only was our company formed during the height of the Great Depression, but we've survived the ups and downs of the supermarket industry, increased competition and national economic fluctuations. As Arizona's hometown grocer, we knew we needed to do something more for families looking to stretch their dollars during these tough economic times.”

Along with price reductions on more than 10,000 everyday items, Bashas' is giving shoppers the chance to win Free Groceries for a Year. One lucky winner will walk away with \$5,200 in Bashas' gift cards – that's \$100 a week in free groceries for an entire year. Fifty-three (53) second-prize winners will each receive a Bashas' gift card worth \$50. One winner will be chosen from each participating Bashas' store in metropolitan Phoenix and Tucson.

“During times like these, families stick together and persevere,” said Johnny Basha, Vice Chairman of Bashas' Family of Stores. “These are exactly the types of family-based values that this company was founded on, and that's why Bashas' is lending a hand to help shoppers save on their grocery bill.”

Each participating Bashas' supermarket will have a Thank You Card table set up at the front of the store where shoppers can fill out an entry form for a chance to win a year's supply of groceries. Individuals can enter the sweepstakes now until April 30. Winners will be randomly selected and announced in May.

The 10,000 price cuts include everyday products in every department of the store, and include national and private label brands. The price cuts are not just one- or two-week promotional specials; the lower prices will be in effect for an extended period of time.

- more -

For more information about Bashas' 10,000 price cuts and official rules for the Free Groceries for a Year Sweepstakes, visit bashas.com.

About Bashas' Family of Stores

Bashas' Family of Stores – the family-owned grocer that operates Food City, AJ's Fine Foods, Sportsman's Fine Wines & Spirits, Eddie's Country Store, and both Bashas' and Bashas' Diné supermarkets – is an Arizona-based company founded by brothers Ike and Eddie Basha, Sr. With 13,000 members and 160 grocery 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. For more information, visit www.bashas.com.

#