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**MEDIA ALERT/ PHOTO OPPORTUNITY**

**BASHA FAMILY MEMBERS HOST APPRECIATION EVENT TO THANK CUSTOMERS, MEMBERS FOR MAKING THEIR HOMETOWN GROCER “RETAILER OF THE YEAR”**

**WHAT:** The Basha family and senior executives will take a step back in time this Wednesday by returning to their roots as bag boys, cart collectors and customer service clerks – all in an effort to personally thank customers for helping make The Bashas' Family of Stores the national Retailer of the Year.

As part of the customer appreciation event, shoppers will witness the executive team showcasing their skills as seasoned grocery store members.

In addition to enjoying free refreshments, customers at the Hayden and Indian School store can enter to win one of twenty \$50 Bashas' gift cards from noon to 1 p.m. A gift card drawing will be held at 1 p.m., and entrants must be present to win.

**WHY:** In honor of Bashas' statewide celebration for being chosen Retailer of the Year by *Progressive Grocer Magazine*, a leading national grocery trade publication, the organization would like to thank their many loyal customers for shopping at The Bashas' Family of Stores and making it the best grocery chain in the nation.

In an industry of national giants, Bashas' status as a formidable, homegrown food retailing power in a very competitive market, its savvy approaches to merchandising and operation, and its reputation as a nurturer and servant to the community all contributed to its selection.

**WHEN:** **NOON – 1 p.m., WEDNESDAY, DECEMBER 14, 2005**

**WHERE:** Bashas' Supermarket  
8035 E. Indian School Rd. (*Hayden & Indian School Rd.*)  
Scottsdale 85251

- VISUALS:**
- Bashas' executive team pushing carts, working the courtesy desk and bagging groceries
  - Basha family thanking customers, serving cake to celebrate the national award
  - Customers eagerly anticipating the drawing of Bashas' gift cards

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