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BASHAS' TEAMS UP WITH THE UNIVERSITY OF ARIZONA AS OFFICIAL TAILGATE PARTNER

Arizona's Hometown Grocer Launches Search for Ultimate Football Fan

TUCSON, ARIZ. (Aug. 5, 2008) University of Arizona football fans are invited to "Bear Down" as Bashas' launches an Ultimate Fan Search for the craziest, most dedicated football fan. The contest, which runs Aug. 1-16, invites Arizona residents to submit photos and a 200-word-or-less essay describing why they are the biggest University of Arizona football fan. The grand prize includes an official tailgating space at the football stadium for all home games during the 2008 season; two season tickets for all home games during the 2008 season; a \$500 gift card from Bashas'; a large grill from Hillshire Farms, and football merchandise from the University.

Entry forms are available at any one of eight Bashas' stores in Tucson. Individuals also can enter to win by 1) e-mailing a photo and a 200-word-or-less essay to ultimatefansearch@bashas.com OR by 2) mailing a photo and write-up to "Bashas' Ultimate Fan Search, Attn: Public Relations Dept., P.O. Box 12060, Chandler, AZ 85248-0018." Entries must be received by Saturday, Aug. 16.

"As Arizona's hometown grocer, we take great pride in supporting local sports teams," said Kristy Nied, director of communications for Bashas' Family of Stores. "We're hoping to find that ultimate fan who is just as excited as we are for football season."

University of Arizona alum David Basha will be judging the entries. The top four finalists will be invited to the University's Stadium Club on Saturday, Aug. 23, where the grand prize winner and three runner-up winners will be announced. The three finalists will each receive two tickets to a home football game, a \$50 Bashas' gift card and a tailgating grill from Hillshire Farms.

"This community has a great passion for its hometown team," said Jim Livengood, athletic director for The University of Arizona. "We're thrilled to team up with a true partner like Bashas', and we look forward to celebrating the season with the Ultimate Arizona Football fan."

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 Ultimate Football Fan Search, visit www.bashas.com.

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