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FOR IMMEDIATE RELEASE

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Produce Suppliers and Retailers Expand Partnership during Breast Cancer Awareness Month

*The Pink Ribbon Produce In-Store Program Re-launches at Harris Teeter, Meijer
and Price Chopper Stores Beginning October 7*

ROSEVILLE, Calif. — Pink Ribbon Produce, a unique retail program committed to the fight against breast cancer, will return this October to more than 500 Harris Teeter, Meijer and Price Chopper stores. The educational fundraising program, managed by AugustineIdeas, partners the three grocery retailers with produce suppliers to raise money for the National Breast Cancer Foundation, Inc.® (NBCF). Stores will direct shoppers to the participating produce suppliers with a Pink Ribbon Produce icon on posters and point-of-sale signs at the product. In addition to buying selected products to support NBCF, customers can text “Pink HT” for Harris Teeter, “PINK M” for Meijer or “Pink PC” for Price Chopper to 80077 to make a donation.

“Pink Ribbon Produce brings together grocery retailers, produce partners and consumers to support a cause that directly impacts one in eight women across the United States,” said Debbie Augustine, chief executive officer of AugustineIdeas. “This program gives everyone a tangible way to make a difference, while helping to fund treatments and research for a cure.”

In June 2011, Ronna was first diagnosed with DCIS, stage 0 breast cancer. DCIS stands for ductal carcinoma in situ and is the most common type of non-invasive breast cancer. In late July 2011, she had a bilateral mastectomy and reconstructive surgery. After the doctors found other cancerous tumors in her lymph nodes, she began four rounds of chemo therapy, once every three weeks. She then started six weeks of radiation, 28 treatments, in November 2011. More than a year after the diagnosis, Ronna is doing much better, and with the help and support she received through the National Breast Cancer Foundation continues her journey with her breast cancer now in remission.

Through various fundraising activities, including Pink Ribbon Produce, NBCF provides funding for research, educational programs and mammograms to women across the country.

Produce partners supporting this year’s Pink Ribbon campaign include:

Produce Supplier	Product	Retailer(s)
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Alpine Fresh, Inc.	Asparagus	Harris Teeter
Andrew & Williamson Fresh Produce	Roma Tomatoes	Meijer
Beachside Produce, LLC	Broccoli	Harris Teeter
Bushwick Potato Commission	Potato	Price Chopper
CH Robinson	Melons, Tropicana Mangoes and Tomorrows organic fruits and vegetables	Price Chopper
Country Fresh, Inc.	Fresh Cut Fruit	Harris Teeter
Del Monte Fresh Produce N.A. Inc.	Fresh Pineapple	Price Chopper
DNE	DNE Citrus	Meijer
Dole Fresh Fruit Company	Pineapple	Harris Teeter
Dole Packaged Salad	Packaged Salad	Meijer
Earthbound Farm	Organic Salad	Harris Teeter
Fowler Packing	Grapes	Price Chopper
Fresh Express	Salad	Harris Teeter
Gourmet Trading	Asparagus	Price Chopper
Gurda Gardens	Onions	Harris Teeter
Highline Mushroom	Mushrooms	Meijer
Hines Nut Company (S&T Brokerage)	Nuts	Harris Teeter
Mastronardi Produce	SUNSET® Campari® Cocktail Tomatoes	Meijer & Price Chopper
Naturally Fresh, Inc.	Dressing	Harris Teeter
NatureSweet	Cherubs	Meijer
NewStar Fresh Foods, LLC	Bagged Spinach	Meijer
Paramount Citrus	Oranges	Meijer
Santa Cruz Berry Farming Co.	Strawberries	Harris Teeter
Santa Sweets (C/O Procacci Brothers)	Grape Tomatoes	Price Chopper
Southern Specialties	Fresh Beans & Asparagus	Meijer
Sunlight International Sales, Inc.	Grapes	Harris Teeter
The Dole Food Company	Dole Salad	Price Chopper
Turbana	Bananas	Price Chopper
Westmoreland	TopLine Brand Tomatoes	Meijer

For more information about Pink Ribbon Produce, visit www.pink-ribbon-produce.com.

Harris Teeter

Harris Teeter Inc., with headquarters in Matthews, N.C., is a wholly-owned subsidiary of Harris Teeter Supermarkets, Inc. (NYSE: HTSI). Harris Teeter is the 24th largest supermarket in the U.S. with 2011 sales of \$4.29 billion. The regional grocery chain employs approximately 25,000 associates and operates stores in North Carolina, South Carolina, Virginia, Georgia, Tennessee, Maryland, Delaware, Florida and the District of Columbia.

Meijer

Meijer is a Grand Rapids, Mich.-based retailer that operates 199 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois and Kentucky. As a pioneer of the “one-stop shopping” concept, Meijer stores have evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive electronics departments, garden centers and apparel offerings. Additional information on Meijer and the ability to shop for more can be found at www.meijer.com. Follow Meijer on Twitter @Meijer or become a fan at www.facebook.com/meijer.

Price Chopper Supermarkets

Based in Schenectady, NY, the Golub Corporation owns and operates 130 Price Chopper grocery stores in New York, Vermont, Connecticut, Pennsylvania, Massachusetts and New Hampshire. The American owned, family managed company prides itself on longstanding traditions of innovative food merchandising, leadership in community service, and cooperative employee relations. Golub’s 23,000 teammates collectively own 52% of the company’s privately held stock, making it one of the nation’s largest privately held corporations that is predominantly employee owned. For additional information, visit www.pricechopper.com.

About the National Breast Cancer Foundation, Inc.®

Recognized as one of the leading breast cancer organizations in the world, the National Breast Cancer Foundation's (NBCF) mission is to save lives through early detection and to provide mammograms for those in need. A recipient of Charity Navigator's highest 4-star rating for eight years, NBCF provides women "Help for Today...Hope for Tomorrow®" through its [National Mammography Program](#), [Beyond The Shock®](#), [Early Detection Plan](#), [MyNBCF](#) online support community, and breast cancer research programs. For more information, please visit www.nbcf.org.

AugustineIdeas

AugustineIdeas is a nontraditional global agency with 16 years of experience providing branding, digital strategy, creative services, social media marketing, public relations, graphic design, shopper marketing and retail activation to clients in a diverse range of industries. The firm is one of the largest and most competitive in Northern California and has more than 40 employees. For more information, visit <http://www.augustineideas.com/> or follow us on Twitter at [@AugustineIdeas](#).

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