



FOR IMMEDIATE RELEASE

CONTACT: Sara Loughran
Jampole Communications, Inc.
412-471-2463

RENOVATED P&C FRESH MARKET WELCOMES WATERBURY AREA CUSTOMERS WITH NEW NAME, BETTER SERVICE AND SELECTION

Waterbury, Vermont, February 24, 2006 – After extensive renovations, the Waterbury P&C Food & Pharmacy will re-open its doors as a P&C Fresh Market, bringing Waterbury an extensive selection of fresh and frozen meats, hot foods, bakery items and grab-and-go foods.

The Waterbury P&C Fresh Market, in the Waterbury Shopping Center, will open Sunday, February 26, with a ribbon-cutting ceremony scheduled for Tuesday, February 28 at 9:00 a.m. **The news media is welcomed to tour the remodeled Waterbury P&C Fresh Market at the ribbon-cutting ceremony or during store hours.**

The new P&C Fresh Market will feature a wider selection of foods in all departments as well as numerous other amenities to improve our customers' shopping experiences.

“We are very proud to bring this completely new shopping experience to Waterbury area customers,” said Bob Chapman, President and CEO of The Penn Traffic Company, which operates 110 supermarkets, including 59 P&C Food & Pharmacy stores in Central and Upstate New York, Vermont, New Hampshire, and Pennsylvania. “P&C Fresh Market is our flagship store and will offer our Waterbury customers the best selection, service and shopping experience available.”

Additions and improvements to the P&C Fresh Market include:

- **Enhanced meat department** with a greater variety of fresh and frozen meat
- **Expanded bakery department** with a greater selection of fresh and frozen cakes and in-store custom cake decorating service
- **Expanded natural foods section to meet our customers' growing needs for healthier choices**
- **Expanded deli department and more hot foods**, including a wider selection of convenient grab-and-go foods
- **Greater variety of all products** in all departments
- **Upgraded register and scanning technology** to help our customers check out more quickly
- **New store decor, lighting and display cases** to create a more pleasant shopping experience

P&C will celebrate the re-opening of the Waterbury P&C Fresh Market with product demonstrations and random customer give-aways between Sunday, February 26, and Sunday,

March 5. In addition, the Waterbury P&C Fresh Market will offer shoppers grand re-opening specials featuring a wide variety of items for several weeks. On behalf of the employees of the Waterbury store, the company is donating a P&C Gift Card worth \$250 to the Waterbury Area Senior Citizens Association.

“This is an exciting day for our customers, as well as for the employees of P&C,” said Chapman. “Our quality, variety of foods and value will come together in the Waterbury Fresh Market to create a shopping experience unlike anything our customers experienced from P&C in the past.”

The Penn Traffic Company operates 110 supermarkets in Pennsylvania, central and upstate New York, Vermont and New Hampshire under the BiLo, P&C, and Quality trade names. Penn Traffic also operates a wholesale food distribution business serving 79 licensed franchises and 44 independent operators.

####