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P&C FOODS OPENS IN FREEDOM PLAZA MALL IN ROME

Rome, New York, March 8, 2006 – The new P&C Foods in the Freedom Plaza Mall at 217 Erie Boulevard West, Rome, New York, will open for business at 8:00 a.m. on Saturday, March 11.

“Everyone at P&C and Penn Traffic is very excited about our return to Rome, where we operated supermarkets for more than 30 years,” said Bob Chapman, President and Chief Executive Officer of Penn Traffic, a Syracuse-based supermarket company that operates 110 supermarkets, including 59 P&C’s. “We look forward to catching up with old friends and meeting new ones. It is our honor to be a part of the Rome community.”

While open for business with fully stocked shelves, the Rome P&C will be renovated after which it will become a P&C Fresh Market. P&C Fresh Market is Penn Traffic’s successful supermarket shopping concept that offers an extensive selection of fresh produce, bakery, deli, meat and seafood.

“We intend to grow the business at our new Rome store by offering friendly service, fresh products, well-stocked shelves and a wide variety of low priced items making us your kind of store,” said Mr. Chapman.

The Penn Traffic Company operates 110 supermarkets in Pennsylvania, 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 and Penny Curtiss, a Syracuse-based commercial bakery.