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## QUALITY MARKETS TO SAVE TREES IN PARKING LOT OF WESTFIELD STORE

**Westfield, New York, March 21, 2006** – The Westfield Quality Markets supermarket is giving a new lease on life to a three century-old trees in its parking lot.

Quality Markets announced today that it would repair damage to the Purple Beech tree caused by the severe wind storm last month and will take action to protect the two companion trees in the parking lot from weather related and other environmental damage.

“Saving these trees and protecting them for the enjoyment of our customers and others is clearly something that the Westfield community wants,” said Chris Hammond, manager of the Westfield Quality, located at 121 East Main Street. “After the accident, we received a tremendous number of requests from customers to fix the tree instead of removing it, which would have saved our company in annual maintenance costs. ”

A severe wind storm on February 27 blew down part of the large Purple Beech tree in the lot, crushing the car of a Quality employee and causing several thousands of dollars in damage. Quality Markets had the debris hauled away by local contractor Everett Ruch, then began to look at what it could do to prevent further risk of harm to people and property by severe winds knocking down the trees.

“That’s when we started hearing from the community – an outpouring of admiration and concern for these trees,” said Hammond. “We told the landscaping company to do whatever it takes to save the trees, but to make them safer.

“We believe these trees could be 100 or 125 years, which makes them historic in a way,” said Hammond. “They are among the largest and oldest trees in the area.”

Covey Tree Service will be pruning the damaged tree, then installing braces and cables to hold it together. Covey also will trim the other two trees to protect them from weather and other environmental hazards. The trees are now on an enhanced maintenance, root feeding and fertilizing schedule that will strengthen the trees.

According to Quality Markets, the initial cost to clean up the storm mess and renovate the trees has been more than \$2,500, and that the cost to maintain the trees will be around a thousand dollars a year.

“Quality Markets and our corporate parent, The Penn Traffic Company, feel that the beauty of these wonderful trees, the shade they offer and the devotion that long-

time neighbors have for them make it worth the price to have them around for decades to come," said Hammond.

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The Penn Traffic Company operates 111 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.

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