



FOR IMMEDIATE RELEASE

CONTACT: Marc Jampole
Jampole Communications, Inc.
412-471-2463

**TOPS PLAZA IN NORWICH TO BECOME P&C PLAZA
AS P&C BUYS NORWICH TOPS MARKET**

Norwich, New York, March 21, 2006 – The Penn Traffic Company announced today that it has purchased the 58,500 square-foot TOPS Market supermarket at 54 East Main Street in Norwich, New York, and will reopen it as a P&C Foods on Saturday, April 8. At that time the name of the shopping center in which the supermarket is located will change from TOPS Plaza to P&C Plaza.

“Everyone at P&C and Penn Traffic is looking forward to making many new friends in Norwich,” said Bob Chapman, President and Chief Executive Officer of Penn Traffic, a Syracuse-based supermarket company that operates 111 supermarkets, including 60 P&Cs. “Besides serving our customers, we intend to support a broad range of community and civic activities in the Norwich area.”

P&C said that TOPS Market would close its store at the close of business on Saturday, April 1, and Penn Traffic would reopen it as a P&C a week later, on Saturday, April 8.

“After we reopen the store, we will continue renovating it over a two-month period after which we will have a Grand Reopening as a P&C Fresh Market,” said Mr. Chapman. P&C Fresh Market is Penn Traffic’s successful supermarket shopping concept which offers an extensive selection of fresh and frozen meats and seafood, frozen foods, bakery items, produce, grab-and-go foods, restaurant-quality prepared meals and many other amenities.

P&C said that it is offering jobs to all 97 existing employees of the TOPS Market and anticipates increasing employment levels once the P&C Fresh Market opens.

“We intend to grow the business at our new Norwich store by offering friendly service, fresh products, well-stocked shelves and good prices,” said Mr. Chapman.

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.