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RENOVATED QUALITY FRESH MARKET WELCOMES DUNKIRK AREA CUSTOMERS WITH EXPANDED SERVICES AND SELECTION

Dunkirk, New York, March 31, 2006 – After extensive renovations, the Dunkirk Quality Market will open its doors this weekend as a Quality Fresh Market, bringing Dunkirk an extensive selection of fresh and frozen meats, hot foods, bakery items and grab-and-go foods.

The Dunkirk Quality Fresh Market, in the D&F Plaza, will open Saturday, April 1, with a ribbon-cutting ceremony scheduled for Sunday, April 2 at 9:00am. **The news media is welcomed to tour the remodeled Dunkirk Quality Fresh Market at the ribbon-cutting ceremony or during store hours.**

The new Quality Fresh Market will feature a broader array of foods in all departments as well as numerous other amenities to improve customers' shopping experiences.

"We are very proud to bring this completely new shopping experience to the Dunkirk community," said Bob Chapman, President and CEO of The Penn Traffic Company, which operates 111 supermarkets, including 29 Quality Market stores in New York and Pennsylvania. "This new Quality Fresh Market will offer our Dunkirk customers the best selection, service and shopping experience available."

Additions and improvements to the Quality Fresh Market include:

- **Enhanced meat department** with a greater variety of fresh and frozen meat
- **Enhanced seafood department** featuring sushi for a unique dining alternative
- **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
- **Expanded produce department** featuring more variety and a fresh salad bar
- **Expanded floral department** complete with made to order arrangements and wedding flowers
- **Greater variety of all products** in all departments

- **Upgraded and expanded perishable departments** with many additional new items
- **New store decor, lighting and display cases** to create a more pleasant shopping experience

Quality will celebrate the grand opening of the Dunkirk Quality Fresh Market with product demonstrations and grand opening specials featuring a wide variety of items for several weeks. In addition, there will also be grand opening prizes with a Grand Prize of \$500 in free groceries from Quality Fresh Markets. On behalf of the employees of the Dunkirk store, the company is donating a Quality Gift Certificates worth \$250 to the Boys and Girls Club of Northern Chautauqua County and \$100 in Quality Gift Certificates to the Lake Shore Humane Society and the Chautauqua County Lakers – Special Olympics.

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

The Penn Traffic Company operates 111 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.

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