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

NEW OSWEGO P&C FRESH MARKET TO FEATURE IN-STORE CHEF AND EXPANDED SELECTION OF FRESH FOOD

Oswego, New York, March 31, 2006 – Oswego residents won't have to go to a fancy restaurant anymore to get delicious chef-prepared dishes. The Oswego P&C Food & Pharmacy opens its doors this weekend as a P&C Fresh Market, bringing Oswego an extensive variety of specialty meals prepared by Chef Aaron Stark in the store's richly stocked kitchen. Besides Chef Aaron's kitchen, the Oswego P&C Fresh Market will feature an extensive selection of fresh and frozen meats, hot foods, bakery items.

The Oswego P&C Fresh Market, located at 137 State Route 104, will open Saturday, April 1. **The news media is welcomed to tour the remodeled Oswego P&C Fresh Market at the grand opening 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 customers' shopping experience.

"We are very proud to bring this completely new shopping experience to the Oswego community," said Bob Chapman, President and CEO of The Penn Traffic Company, which operates 111 supermarkets, including 60 P&C Food & Pharmacy stores in Central and Upstate New York, Vermont, New Hampshire, and Pennsylvania. "This new P&C Fresh Market will offer our Oswego customers the best selection, service and shopping experience available."

Joining Chef Aaron for the grand opening celebration will be Ali VanGorden, P&C's registered dietician. As the company's chief spokesperson for healthy eating, VanGorden leads P&C's "Fresh Ideas" program, which provides nutrition and healthy lifestyle information through a customer newsletter, advertising, in-store display, and community outreach events. Not only is she full of practical information on diet, food selection, and maintaining a healthy lifestyle, but she also gives customers advice on the best types and brands of food to purchase at their local P&C.

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

- **Expanded meat and seafood departments** with a greater variety of fresh and frozen meat and seafood
- **Expanded bakery department** with a greater selection of fresh and frozen cakes and in-store custom cake decorating service including wedding cakes

- **New Brick Oven Pizza** featuring the age-old European method of brick oven baking, creating a uniquely distinct flavor and aroma that enhances the actual taste
- **Chef Prepared Area** featuring a carving station, catering menu and made to order meals specializing in baguette and panini grilled sandwiches
- **Expanded produce department** featuring more variety and expanded salad bar
- **Expanded floral department** complete with made to order arrangements and wedding flowers
- **Greater variety of all products** in all departments with an emphasis on organic foods
- **Pharmacy with friendly and knowledgeable pharmacists** to fill prescriptions while customers shop
- **New store decor, lighting and display cases** to create a more pleasant shopping experience.

“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 Oswego Fresh Market to create a shopping experience unlike anything our customers experienced from P&C 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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