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RENOVATED P&C FRESH MARKET WELCOMES OWEGO AREA CUSTOMERS WITH NEW NAME, EXPANDED SERVICES AND SELECTION

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

The Owego P&C Fresh Market, located at 1145 Route 17C, will open Saturday, April 1. **The news media is welcomed to tour the remodeled Owego P&C Fresh Market at the grand opening or during store hours.**

The new P&C 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 Owego 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 Owego customers the best selection, service and shopping experience available.”

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

- **Enhanced 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
- **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
- **Expanded deli department and more hot foods**, including a wider selection of convenient grab-and-go foods
- **Expanded produce department** featuring more variety
- **Expanded floral department** complete with made to order arrangements
- **Greater variety of all products** in all departments with an emphasis on organic foods
- **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 Owego 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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