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## **RENOVATED QUALITY FRESH MARKET WELCOMES NORTH WARREN AREA CUSTOMERS WITH EXPANDED SERVICES AND SELECTION**

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

The North Warren Quality Fresh Market, located at 1075 Market Street Extension, 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 North Warren 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 North Warren 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 North Warren 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
- **Expanded bakery department** with a greater selection of fresh and frozen cakes and in-store custom cake decorating service and wedding cakes
- **Expanded deli department and more hot foods**, including a wider selection of convenient grab-and-go foods and an additional cheese island
- **Expanded produce department** featuring more variety including organic items
- **Expanded floral department** complete with made to order arrangements
- **Greater variety of all products** in all departments
- **Upgraded shopping carts** including express carts, roll out carts for kids, and new covered cart corrals

3407 Walters Road / Syracuse, New York 13209

- **New store decor, lighting and display cases** to create a more pleasant shopping experience

Quality will celebrate the grand opening of the North Warren 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 North Warren store, the company is donating a Quality Gift Certificates worth \$250 to the Warren County Humane Society and \$100 in Quality Markets Gift Certificates to the Warren County Lions Club and the Area Agency on Aging.

“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 North Warren 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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