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PENN TRAFFIC PRESENTS HEROISM AWARD

Syracuse, NY, August 8, 2005 – On July 4th when most families are gathering and celebrating the birth of a nation another family was celebrating the birth of a hero. A matter of seconds almost turned an ordinary day in the lunchroom into a tragic experience. The quick thinking and fast reaction of Jeff Fiorino saved a family from experiencing the fireworks of an emergency phone call on a wonderful holiday weekend.

Today, at the Penny Curtiss Bakery, Bob Chapman, President and CEO, and Don Bregande, Vice President of Human Resources of The Penn Traffic Company recognized Jeff Fiorino, a Penny Curtiss employee, for his selfless action.

While Jeff was eating his lunch he noticed one of his co-workers, Marty Bohemier gasping, in distress, and pointing to his throat. Fiorino, who is trained in first aid, rushed over to aid the choking man. A few seconds later, Marty was breathing normally and thinking how easily things could have turned bad if Jeff was not working that day.

“I didn’t really even think about it, I saw someone who needed my help and I just reacted,” said Fiorino, recalling the incident. “I think that it is important for everyone to take a First Aid and CPR class. You never know when or where someone may be in need of help.”

“It is my honor to be able to present this award today. Our company is privileged to have valiant employees, such as Jeff, working side by side with us every day. It is their commitment and selfless action which make us feel like family,” said Don Bregande, Vice President of Human Resources, The Penn Traffic Company.

“There are not enough words of gratitude to rightfully express how thankful I am to Jeff,” said Marty Bohemier of Penny Curtiss Bakery. “I’m glad the company is recognizing him for his actions”

The Penn Traffic Company operates 110 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 41 independent operators.

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