



FOR IMMEDIATE RELEASE

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PENN TRAFFIC RELIEF EFFORT HELPS VICTIMS OF HURRICANE KATRINA

Syracuse, New York, September 7, 2005 – The Penn Traffic Company and the American Red Cross are teaming up to enable customers to send desperately needed aid to the victims of Hurricane Katrina, possibly one of the worst domestic natural disasters ever.

Penn Traffic began accepting customer donations for the Red Cross at some stores on September 4, the Sunday after the hurricane, and had all its stores up and running to accept donations by Wednesday the 7th.

Under the company's Hurricane Katrina Disaster Relief Effort, customers are given the opportunity to donate any amount they choose at the register to assist in the relief efforts. Once the campaign ends all funds will be donated to the Red Cross's Hurricane Katrina Disaster Relief Fund, which will be utilized to provide immediate relief and long-term support through supplies and other support to those affected by this terrible hurricane.

Customers will be able to donate through October 1. Penn Traffic will match with a corporate donation up to \$25,000 of the final total of funds raised.

“Our customers would like to do whatever they can to help, and this joint effort enables them to donate to a reliable, trusted organization that is helping to bring relief right now to thousands of people in the Gulf Coast area,” said Les Knox, Senior Vice President and Chief Marketing Officer for Penn Traffic.

“We have always sought to take part ourselves and to help our customers take part in activities that benefit our communities, and this time the ‘neighbors’ we are all concerned about are the people in the Gulf Coast areas that have been devastated by this storm,” Mr. Knox said.

The Penn Traffic Company operates 110 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 41 independent operators.

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