



FOR IMMEDIATE RELEASE

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FORMER EXECUTIVE REJOINS PENN TRAFFIC

Syracuse, New York, September 16, 2005 --- The Penn Traffic Company today announced that Dave Adamsen, a long-time executive with the Company, is rejoining Penn Traffic as Vice President of Franchise/Wholesale and Bakery Manufacturing.

“Dave has the knowledge, expertise and understanding to support and expand our franchise/wholesale and bakery manufacturing businesses, which are becoming a more significant part of Penn Traffic” said Bob Chapman, President and Chief Executive Officer of Penn Traffic. “He is very familiar with our operations and has demonstrated remarkable people skills and leadership qualities over the years. Penn Traffic was disappointed when he left and delighted that he is returning to help us grow our business.”

As Vice President of Franchise/Wholesale and Bakery Manufacturing, Adamsen will report directly to the President and be responsible for managing all functions in Penn Traffic’s wholesale/franchise and bakery manufacturing operations.

In his prior stint at Penn Traffic, Adamsen served for more than 20 years in a number of management positions, including as President and General Manager of Penny Curtiss Bakery and Vice President of Manufacturing. For the past eight years, Adamsen has worked for Dean Foods, the past three as Group Vice President of Dean Foods-Northeast Region.

Adamsen, 54, lives in Liverpool, New York, with his wife, Denise.

The Penn Traffic Company operates 109 supermarkets in Pennsylvania, central and upstate New York, Vermont and New Hampshire under the Quality, BiLo, and P&C trade names. Penn Traffic also operates a wholesale food distribution business serving 79 licensed franchises and 40 independent operators.