



## **Bottom Dollar Food Celebrates Its First Birthday in Philadelphia With "Random Acts of Savings;" Donates More Than \$25,000 to Area Food Banks**

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Company Hired More Than 960 Associates, Opened 22 Stores and Enrolled over 500,000 Customers in Savings Program

PHILADELPHIA--([BUSINESS WIRE](#))--Bottom Dollar Food is celebrating its first birthday in the greater Philadelphia area on Saturday, Oct. 8, with "Random Acts of Savings." The company is offering its customers an opportunity to increase their Bottom Dollar Food savings through gift card drawings up to \$500 and an abundance of in-store promotions at its 22 area locations.

"After our first year in this great city, we want to thank our customers in Pennsylvania and New Jersey for shopping our stores," said Meg Ham, President of Bottom Dollar Food. "We remain committed to delivering fresh produce, quality meats, and private and national brand products at unbelievably low prices, and we look forward to continuing to expand our presence in this market. In return for our customers' patronage, we are excited to celebrate this tremendous milestone by offering additional opportunities to save in our stores."

The company opened its first store in the greater Philadelphia region in King of Prussia, Pa., on Oct. 8, 2010. On Saturday, Oct. 8, customers have the opportunity to:

Save on their grocery bills via random giveaways and promotions in Bottom Dollar Food stores, including free gift card promotions; giveaways will be held all day at the top of the hour, every hour after 9 a.m.

Receive one of 5,500 gift cards, selected randomly by Bottom Dollar Food street teams

Customers also have the opportunity to help the company give back to the community by "liking" the official Bottom Dollar Food Facebook page. The company will donate \$10 to Philabundance for every new customer who "Likes" the Bottom Dollar Food Facebook page on Saturday, up to \$10,000.

On Friday, Bottom Dollar Food will also donate much-needed food to four local food banks to assist with the organizations' hunger-relief efforts, providing more than 26,300 pounds of essential staples such as canned fruits and vegetables, peanut butter, macaroni and cheese, and tuna to Philadelphia families in need. The donation is equivalent to more than \$17,000 in food. Bottom Dollar Food trucks will deliver the food to the following organizations:

9 a.m., Second Harvest Food Bank of the Lehigh Valley, 2045 Harvest Way Allentown, Pa.

10 a.m., Philabundance, 3616 South Galloway St., Philadelphia

Noon, Food Bank of South Jersey, 1501 John Tipton Blvd., Pennsauken, N.J.

Noon, Greater Berks Food Bank, 1011 Tuckerton Court, Reading, Pa.

Bottom Dollar Food has created more than 960 jobs for the greater Philadelphia area, and has expanded its savings membership card program to more than 500,000 customers. In addition, the company sold millions of fresh fruits and vegetables at discount prices, including more than 3 million pounds of bananas.

Bottom Dollar Food has 22 stores in Pennsylvania and New Jersey, and plans to open additional locations this year and in 2012. A list of current Bottom Dollar Food store locations is available at [www.bottomdollarfood.com](http://www.bottomdollarfood.com).

About Bottom Dollar Food

Bottom Dollar Food, based in Salisbury, N.C., operates 50 stores in North Carolina, Virginia, Maryland, New Jersey and Pennsylvania. The discount grocer is redefining the discount grocery model by offering private brands and the national brands that matter most to customers, in addition to fresh produce and quality meats, at discount prices and in an energetic shopping environment. For more information, visit [www.bottomdollarfood.com](http://www.bottomdollarfood.com).

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