



Bottom Dollar Food Invites Customers to Participate in Hurricane Irene Disaster-Relief Campaign

September 2, 2011

American Red Cross Donations Accepted at Stores through Sept. 6

Bottom Dollar Food invites its customers to participate in the grocer's Hurricane Irene disaster-relief campaign held through Sept. 6 in support of the American Red Cross.

The company has partnered with the national humanitarian organization to accept register donations at Bottom Dollar Food stores in Virginia and Washington, D.C., and surrounding areas, as well as stores in the greater Philadelphia region. Funds raised through Tuesday will support American Red Cross efforts to serve those impacted by the hurricane.

"Given the widespread damage caused by flooding and blackouts after Hurricane Irene ripped through the Northeast, we wanted to activate this disaster-relief campaign to lend a hand to our neighbors in need," said Don Ciotti, Bottom Dollar Food director of operations for the northeastern region. "We are happy to join others to support our communities by helping to replenish American Red Cross disaster recovery funds."

In addition to a \$4,000 donation to the American Red Cross, Bottom Dollar Food has provided ready-to-eat food to the Food Bank of South Jersey, a member of the Feeding America Network, in support of the food bank's disaster-relief efforts. The company also provided support to associates affected by Hurricane Irene.

About Bottom Dollar Food

Bottom Dollar Food, based in Salisbury, N.C., operates 49 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.

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