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VINCENT LO CURCIO III ELECTED TO WAKEFERN FOOD CORP. BOARD OF DIRECTORS

Keasbey, NJ (November 3, 2010) – Wakefern Food Corp., the marketing and distribution arm of ShopRite supermarkets has named Vincent Lo Curcio III to its 22-member Board of Directors.

Mr. Lo Curcio is the co-owner/vice president of operations of the Nutley Park ShopRite. His grandfather, Vincent Lo Curcio, Sr. started the business in 1932 and the Lo Curcios joined Wakefern in 1954, partnering with Thomas Infusino and his family. The two families worked together toward the goal of providing the community with a family-friendly supermarket that offered consistent service, quality and value. Today, three generations of the Lo Curcio and Infusino families work side-by-side in their store in Nutley, New Jersey. Mr. Lo Curcio became a Wakefern member in 1992.

“Vince is a third generation grocer, having been brought into the business by his father and grandfather,” said Joe Colalillo, Chairman and CEO of Wakefern Food Corp. “Not only has he lived the history and heritage of our coop, but he also has an eye to the future. I welcome Vince to the board with great pleasure and look forward to tapping into his insight and vision as we move the cooperative forward,” added Mr. Colalillo.

“I’m thrilled to join the Board of Directors and look forward to contributing to Wakefern’s continued successes,” expressed Mr. Lo Curcio. “This is truly an honor for me and a joyous moment in my career. Wakefern has enabled my family to be successful in this business, and I understand the importance of the coop to smaller, family-owned businesses, like mine. I also know how important it is to keep our history alive and to serve as a bridge between the past and current generation of grocery owners.”

Mr. Lo Curcio was born and raised in Nutley, where he still lives with his wife Carol. They have three grown children, Michelle, Joseph and Luke. Continuing in the tradition passed on to him by his father and grandfather, Mr. Lo Curcio’s son Joseph Frusteri now works with him in the family business.

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About Wakefern Food Corp.

From a small, struggling cooperative with eight members – all owners of their own grocery stores – Wakefern Food Corp. has grown into the largest retailer-owned cooperative in the United States. Founded in 1946, the cooperative is comprised of 47 members who today individually own and operate more than 228 supermarkets under the ShopRite banner in New Jersey, New York, Connecticut, Pennsylvania, Maryland and Delaware. In 1996, Wakefern introduced PriceRite stores, extending the company's reach into Rhode Island and Massachusetts. Today, there are 45 PriceRite stores in five states. As the merchandising and distribution arm of both ShopRite and PriceRite, Wakefern, together with its member companies, employ more than 50,000 people; making it one of the largest employers in New Jersey. In addition, Wakefern also distributes products to other supermarkets throughout the northeastern United States and Bermuda. For more information, please visit www.Wakefern.com.

About ShopRite

ShopRite is the registered trademark of Wakefern Food Corp., a retailer-owned cooperative, based in Keasbey, NJ and the largest supermarket cooperative in the United States. With more than 228 ShopRite supermarkets located throughout New Jersey, New York, Pennsylvania, Connecticut, Delaware and Maryland, ShopRite serves more than five million customers each week. A long-time supporter of key community efforts, ShopRite is dedicated to fighting hunger in the communities it serves. Through its ShopRite Partners In Caring program, ShopRite has donated more than \$24 million to 1,700 worthy charities and food banks since the program began in 1999. As a title sponsor of the LPGA's ShopRite Classic, ShopRite has raised more than \$23 million for local schools, hospitals and community groups. For more information, please visit www.ShopRite.com.