

**Wakefern Food Corp.**

**FOR INFORMATION CONTACT:  
Karen Meleta  
Wakefern Food Corp./ShopRite  
(732) 906-5363  
Karen.Meleta@wakefern.com**

## **WAKEFERN ANNOUNCES MANAGEMENT CHANGES**

**Keasbey, NJ – December 21, 2010** – Wakefern Food Corp. announced today that it has made changes to its organizational structure effective January 1, 2011.

“The key to any successful business is the ability to constantly re-evaluate its organizational structure to meet the company’s changing and evolving needs,” said Joseph Sheridan, executive vice president of Wakefern Food Corp. “Wakefern has a longstanding tradition of leveraging the talent and experience of its associates to build a strong business and to increase the company’s presence in the marketplace.”

Jeff Reagan, senior vice president, Corporate Merchandising and Non-Perishables, has been promoted to senior vice president of Marketing. In his new role, Mr. Reagan will oversee several of the company’s service divisions, including Marketing, Quality Assurance, Logistics and Warehousing.

Chris Lane, current vice president of Wakefern’s Grocery Marketing division, has been promoted to senior vice president of Non-Perishables. In addition to Grocery Marketing, Mr. Lane will also have responsibility for the HABA, Pharmacy and Non-Foods divisions.

Bill Mayo, vice president of Wakefern’s Dairy-Deli/Frozen division, has been promoted to senior vice president of Perishables. In addition to Dairy-Deli/Frozen, he will oversee the Meat, Seafood, Produce and Floral divisions.

Each of these new roles will report to Mr. Sheridan.

Additionally, Steve Henig, current director of Corporate Merchandising will be promoted to vice president, maintaining his current responsibilities and reporting to Mr. Reagan.

“We look forward to these strategic changes which will further strengthen Wakefern’s leadership team to ensure another successful year ahead,” said Dean Janeway, president of Wakefern Food Corp.

### **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](http://www.Wakefern.com).