



Neighborhood Market

PRESS RELEASE

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CONTACT: Brendan Wonnacott
Office: (916) 554-3466
Cell: (310) 384-3833

FRESH & EASY'S UV SANITATION MACHINE DIVERTS MORE THAN 400,000 POUNDS OF PLASTIC FROM LANDFILL

One-of-a-kind technology allows company to reuse display packaging

EL SEGUNDO, CA – Fresh & Easy Neighborhood Market has diverted more than 400,000 pounds of plastic display trays from landfills through the use of a proprietary ultra violet light sanitizing machine. With this technology, the company has reused more than 2,000,000 plastic display trays, material that may otherwise have been discarded.

UV Doctor, a company based in Las Vegas specializing in UV light technologies, engineered and built this custom machine for Fresh & Easy to sanitize the packaging used to display products in stores. By using UV light technology to safely disinfect and sanitize its plastic display trays, Fresh & Easy is able to significantly reduce its carbon emissions, petroleum use and landfill waste. To date, this sanitation process has helped save over 1,140,000 pounds of CO₂ from being released into the atmosphere.

Resource Management Group (RMG), a San Diego-based waste management and recycling company, works onsite at Fresh & Easy's Riverside distribution center to recycle and reuse tons of material collected at stores. RMG sanitizes about 60 plastic display trays per minute using the UV machine.

"Fresh & Easy's approach to minimizing their environmental footprint across multiple levels is proving to be successful. A testament to their ability to think outside the box and remain fearless and steadfast when faced with the changes required in this new environmental age of business; a sign of true market leadership," said RMG President Armen Derderian.

"By being thoughtful in how we operate all parts of our business, we've been able to make a significant difference in our overall environmental impact," said Fresh & Easy CEO Tim Mason. "We are looking for ways to reduce our carbon footprint – from energy efficient refrigeration to lights in stores that automatically dim to our solar panel installation on our distribution center."

Fresh & Easy has also committed to build LEED (Leadership in Energy and Environmental Design) certified buildings, and voluntarily joined the California Climate Action Registry to disclose its greenhouse gas emissions. The company also invested in a 500,000 square foot solar roof installation on its distribution center in Riverside which currently produces over 75% of the center's energy.

More information regarding Fresh & Easy Neighborhood Market can be found at www.freshandeasy.com.



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