

Hall of famers, LPGA legends to play fresh&easy Dinah Shore Charity Pro-Am

RANCHO MIRAGE, Calif., Feb. 28, 2011 – Hall of famers, past Kraft Nabisco Championship winners and stars of the LPGA will come together to honor Dinah Shore and celebrate 40 years of the Kraft Nabisco Championship during the inaugural fresh&easy Dinah Shore Charity Pro-Am on April 2, 2011, at Mission Hills Country Club, Palmer Course, in Rancho Mirage, Calif. The preliminary field of players announced today includes eight Ladies Professional Golf Association (LPGA) Tour and World Golf Halls of Fame members as well as players who represent 15 Kraft Nabisco Championship wins and a total of 435 LPGA victories.

Players scheduled to play in the fresh&easy Dinah Shore Charity Pro-Am are among the who's who in women's golf: Amy Alcott, Donna Andrews, Jane Blalock, Pat Bradley, Donna Caponi, Beth Daniel, Rosie Jones, Betsy King, Nancy Lopez, Meg Mallon, Alice Miller, Alison Nicholas, Sandra Palmer, Patty Sheehan, Hollis Stacy and Kathy Whitworth, the winningest golfer of all time. The final two players to complete the field will be announced in the near future.

The fresh&easy Dinah Shore Charity Pro-Am was created by Alcott, a three-time Kraft Nabisco Championship winner and member of the LPGA Tour and World Golf Halls of Fame, and Tim Mason, CEO of Fresh & Easy Neighborhood Market and Fresh & Easy Neighborhood Foundation.

"I am so excited with the overwhelming support of the players who will join us for the inaugural fresh&easy Dinah Shore Charity Pro-Am," said Alcott. "Having this incredible field of players for our event is such a wonderful tribute to Dinah (Shore) and a true testament to the importance of the Kraft Nabisco Championship in all of our Tour careers."

Shore was a pioneer; her support of the LPGA in the early 1970s helped propel the LPGA to new heights and enable it to be recognized on a global stage. She became the first Hollywood celebrity to host an LPGA Tour event (1972), which helped ensure network broadcast coverage. In 1982, the event became the first LPGA event to have national television coverage of all four rounds. In 1983, the LPGA named the event one of the LPGA's major championships. Today the Kraft Nabisco Championship, which awards the Dinah Shore Trophy and is played on the Dinah Shore Tournament Course at Mission Hills, is recognized as the LPGA's first major championship of the season as well as the longest-running event hosted at the same venue. Shore supported the LPGA and its players in the spirit of the LPGA's founders: she gave unwavering support and persevered to follow her dreams of promoting the great players and personalities of the women's golf.

"From the moment Amy (Alcott) discussed the concept of this event with me, I could see her desire to put a spotlight on the 40 wonderful years of the players and milestones of the Kraft Nabisco Championship as well as to create an opportunity to help children in some way, our shared passion," said Mason. "To now see the support of these great players – hall of famers, tournament champions, LPGA legends – continues to strengthen our commitment to the event, which also gives us a tremendous opportunity to raise important funds for LA's BEST and Park Century Schools, two very worthy beneficiaries."

The fresh&easy Dinah Shore Charity Pro-Am will feature 18 teams, with each foursome being led by a past Kraft Nabisco Championship champion or LPGA star. Fans who attend the Kraft Nabisco Championship on Saturday, April 2, have the opportunity to enjoy the legends and current stars of women's professional golf. Each Saturday ticket will grant fans access to both events at Mission Hills Country Club on April 2. For ticket information, log on to www.kncgolf.com. For more information about the fresh&easy Dinah Shore Charity Pro-Am or to learn about sponsorship and playing opportunities, contact golf@freshandeasy.com. Field list to follow.

fresh&easy Dinah Shore Charity Pro-Am
Field list as of 2/28/11

<u>PLAYER</u>	<u>LPGA Tour wins</u>	<u>Kraft Nabisco Championship winners</u>
1. Amy Alcott*	29	1983, 1988, 1991
2. Donna Andrews	6	1994
3. Jane Blalock	27	1972
4. Pat Bradley*	31	1986
5. Donna Caponi*	24	1980
6. Beth Daniel*	33	
7. Rosie Jones	13	
8. Betsy King*	34	1987, 1990, 1997
9. Nancy Lopez*	48	1981
10. Meg Mallon	18	
11. Alice Miller	8	1985
12. Alison Nicholas	4	
13. Sandra Palmer	19	1975
14. Patty Sheehan*	35	1996
15. Hollis Stacy	18	
16. Kathy Whitworth*	88	1977

Notes about the field:

- ✓ * denotes LPGA Tour and World Golf Halls of Fame member
- ✓ Total # of LPGA Tour wins represented by the current field: 435
- ✓ Total # of KNC wins represented by the current field: 15
- ✓ Hall of Famers (8): Amy Alcott, Pat Bradley, Donna Caponi, Beth Daniel, Betsy King, Nancy Lopez, Patty Sheehan, Kathy Whitworth
- ✓ 2011 Solheim Cup captains: Rosie Jones (USA), Alison Nicholas (Europe)

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About Fresh & Easy Neighborhood Market

Fresh & Easy operates more than 150 stores and employees nearly 4,500 people in California, Arizona and Nevada. In addition to fresh prepared meals, meats and produce, Fresh & Easy offers everyone's favorite national brand products and household items, all at unbelievably low prices. The grocer's popular fresh&easy brand products have no artificial colors or flavors, no added trans fats, no high-fructose corn syrup, and only use preservatives when absolutely necessary.

For more information about Fresh & Easy, visit www.freshandeasy.com. Also follow the company on Twitter at: www.twitter.com/fresh_and_easy and become a fan on Facebook at www.facebook.com/freshandeasy.

About Park Century School

Founded in 1968, Park Century School is a non-profit independent co-educational day school designed to meet the specific educational needs of bright children, ages 7 to 14, who have learning disabilities. The School serves students from communities in the South Bay to the San Fernando Valley and from Malibu to Hancock Park, including the greater Los Angeles area. The School's location allows it to make use of Los Angeles' many cultural resources, such as museums, theatres, historic sites, and parks. For more information, log on to www.parkcenturyschool.org.

About LA's BEST

LA's BEST -- Better Educated Students for Tomorrow -- is a nationally recognized after school education, enrichment and recreation program serving 28,000 children with the greatest needs and fewest resources throughout the City of Los Angeles. LA's BEST After School Enrichment Program provides a safe haven for children ages 5 to 12 at 180 elementary school sites each day during the critical hours after school -- at no cost to parents. Established in 1988, LA's BEST is a partnership including the City of Los Angeles, the Los Angeles Unified School District and the private sector. For more information, please visit www.lasbest.org.

About the Kraft Nabisco Championship

Celebrating its 40th staging in 2011, the event has been a part of the LPGA Tour since 1972, and was designated a major in 1983. Three-time champion Amy Alcott began a winner's tradition of jumping into the lake at the 18th hole after her victory in 1991. The event was called the Colgate Dinah Shore from 1972-81 and the Nabisco Dinah Shore from 1982-99. Dinah Shore's legacy is preserved with the "Dinah Shore Walk of Champions" at the 18th hole at Mission Hills Country Club. In addition, a statue of Dinah Shore, serving as the walk's focal point, was created by noted sculptor George Montgomery, who was Shore's former husband. The tournament' trophy is called the Dinah Shore Trophy. For the latest information about the event, log on to www.knccgolf.com.

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