

Charity is the big winner at fresh&easy Dinah Shore Charity Pro-Am
Nearly \$180,000 donated to charity following inaugural event

RANCHO MIRAGE, Calif., April 8, 2011 – Charity and children’s educational initiatives, in particular, were the big winners following the inaugural fresh&easy Dinah Shore Charity Pro-Am last weekend at Mission Hills Country Club in Rancho Mirage. The event, which featured hall-of-famers, legends and stars of women’s professional golf, raised nearly \$180,000 for the event’s benefiting causes.

“When Amy (Alcott) and I started planning the fresh&easy Dinah Shore Charity Pro-Am, we had two main goals: to celebrate and honor the 40-year history of the Kraft Nabisco Championship and the legacy of Dinah Shore, as well as to generate funds for our designated beneficiaries, LA’s BEST and Park Century School,” said Tim Mason, CEO of Fresh & Easy Neighborhood Market. “We were able to successfully accomplish both and with nearly \$180,000 going to worthy initiatives, I am more than energized about our event. I am proud of all of our partners and players who made this possible. With these funds, scholarships can be created and after-school programs can be supported for kids with the greatest needs and fewest resources.”

LA’s BEST and Park Century School each received \$80,000 from Mason following the event on Saturday, April 2, with an additional \$16,000 donation going to the Dinah Shore Foundation.

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

“I was excited to be joined by so many of my fellow LPGA Tour pros for the fresh&easy Dinah Shore Charity Pro-Am and am thrilled that we could come together to celebrate Dinah’s (Shore) legacy and the 40-year history of the Kraft Nabisco Championship while also creating an opportunity to raise funds for charity,” said Alcott. “LPGA players continually support charitable initiatives around the world and I was honored to have them join Tim (Mason) and me for our event.”

The inaugural event featured the who’s who from the history of the LPGA, including Alcott, Donna Andrews, Susie Berning, Jane Blalock, Pat Bradley, Donna Caponi, JoAnne Carner, Beth Daniel, Cindy Figg-Currier, Rosie Jones, Betsy King, Meg Mallon, Patricia Meunier-Lebouc, Alice Miller, Liselotte Neumann, Alison Nicholas, Sandra Palmer, Nancy Scranton, Patty Sheehan, Hollis Stacy and Kathy Whitworth, the winningest golfer of all time.

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.

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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.kncgolf.com.

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