



SUPERVALU INC.® (NYSE: SVU), one of the largest companies in the U.S. grocery channel whose nationwide family of stores includes ACME®, ALBERTSONS®, **bigg's**®, CUB FOODS®, FARM FRESH®, HORNbacher'S®, JEWEL-OSCO®, LUCKY®, SHAW'S®, SHOP 'N SAVE® and SHOPPERS FOOD & PHARMACY®, has introduced a new retail branding campaign that more visibly communicates the company's promise of national strength and local relevance to consumers. Known as "**Good things are just around the corner**™," this campaign unites the company's retail stores under a common theme, while also emphasizing the unique things that make each store relevant to their respective markets.

"**Good things**" are examples of products, benefits and brands that will excite consumers and are customized and delivered by each retailer based on a deep local knowledge. "**Just around the corner**" highlights each store's familiarity with the local communities it serves, as well as the accessibility of its products and services, reminding consumers that they have a neighborhood store that strives to understand and provide what they want and need.

SUPERVALU has begun incorporating "**Good things are just around the corner**" into consumer messaging including circulars, national ads, direct mail and some store websites. Later this year, the new brand messaging will also be incorporated into local radio and television ads, billboards in select markets, and new in-store signage.