

**FOR IMMEDIATE RELEASE**



**Lowes Foods to Launch New Rewards Program**

**Winston-Salem, NC, September 29, 2009** – Lowes Foods is

launching an exciting new loyalty program called “fresh rewards” beginning on October 7th.

Loyal customers who are enrolled in the program will earn fresh rewards on all eligible purchases every time they shop. Additionally, a wide variety of promotional offerings will allow them to earn fresh rewards at an even faster rate. The more customers shop, the more fresh rewards they will earn. Customers earn fresh rewards over and above savings on advertised specials, price drops and lower priced items.

Each time that a customer earns \$5.00 in fresh rewards, the cashier will award them a “fresh rewards cash” coupon that can be used towards their next purchase. There is no limit to the number of fresh rewards cash coupons that can be earned and customers can redeem as many as they would like on a single trip. “Our customers have told us that they want to be rewarded for their loyalty to Lowes Foods in a way that saves them time and money”, said Steve Hall, president of Lowes Foods. “Coupons good for cash off their next order allows them to save money on what is important to them.”

All current Lowes Foods customers with a rewards card will be automatically pre-enrolled in the new program and can begin earning fresh rewards on October 7th. New cards will be available at that time, but customers’ current rewards cards can be used until they choose to pick up a new card in the stores. New card enrollment will be easy with an in-store touch screen kiosk or with an even easier on-line option from home. Additionally, customers can choose to select areas that interest them for future customized offers. A wide variety of

choices will be available, including pets, gourmet and global cuisine, wine and families on the go.

As Lowes Foods transitions to fresh rewards, they will also retire the Greenpoints program. Any Greenpoints that customers have in their accounts will be good for two years and can be redeemed for a huge variety of products and gift cards on-line at [greenpoints.com](http://greenpoints.com). Greenpoints can also still be earned by shopping on-line with a variety of well known merchants. Greenpoints can be redeemed in Lowes Foods stores until October 6th.

Founded in 1954, Lowes Foods employs 8,500 people and operates 111 stores in North Carolina, South Carolina and Virginia. Its customer-service focus has led it to develop innovative services such as Lowes Foods To Go, a unique personal shopping service, and to offer customers the services of a Corporate Nutritionist. It also provides excellent values, easy recipes and meal planning tips on its website. Information about these and other services can be found at the Lowes Foods website, [www.lowesfoods.com](http://www.lowesfoods.com).

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