

FOR IMMEDIATE RELEASE



Lowe's Foods to Open New Store in Wesley Chapel

Winston-Salem, NC, October 5, 2009 – Lowe's Foods is opening a new store at 5939 Weddington Monroe Road in Wesley Chapel on Wednesday, October 7 at 6:00 a.m. Regular hours for the store will be 6:00 a.m. to midnight.

The 50,000 square foot store will feature a spacious produce department with a huge variety of fresh fruits and vegetables and a full service floral shop. Choice American beef is the centerpiece for the fresh meat department with a complement of fresh, natural Tanglewood chicken and easy to prepare meal solutions. The fresh seafood department opens Wednesday with a super selection of wild Alaskan fish.

The deli department will showcase a large variety of freshly cut cheeses that will pair nicely with wines from our full assortment of domestic and imported wines. A large antipasto bar with several new bruschetta spreads will complement a large self service salad bar which includes a section of wings to make your tailgate parties more convenient. To make lunchtime special, a made-to-order sandwich area features several signature sandwiches including our customers' favorite chicken grape croissant. A full range of Boar's Head meats and cheeses will be served by employees who are Certified Deli Professionals.

"Good for you" whole grain and artisan breads will be featured in our fresh bakery along with decadent treats that can top off a fabulous meal. Double-decker brownies filled with your choice of peanut butter, caramel or cream cheese are a tempting option. Customers will also enjoy a freshly made "dessert

for two” option that will allow them to enjoy their favorite treats without having to purchase an entire cake.

The grocery department features a wide variety of organic and natural items including the popular value option called Full Circle. Customers will find that shopping for their pet has never been so fast an easy with a fully stocked pet department including FreshPet, a new line of refrigerated pet food.

The opening of the Wesley Chapel store coincides with the launch of Lowes Foods’ new rewards program called “fresh rewards”. Regular customers 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.

Founded in 1954, Lowes Foods employs 8,500 people and operates 112 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.

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