



PRICE CHOPPER ANNOUNCES “GAME ON AGAINST HUNGER”!
--Rival Colleges will Unite to Feed Hungry People in Kansas City--

(Kansas City, Mo.)... Friendly competition among fans of Kansas State University (KSU), Kansas University (KU) and the University of Missouri-Columbia (MU) will help **CHOP Hunger** in Kansas City. Price Chopper and Harvesters—The Community Food Network will launch “Game On Against Hunger” **on Saturday, August 29**. Between then and the first week of October, Price Chopper stores will have **three Harvesters barrels** designated for KSU, KU or MU. Fans can donate food in their favorite school’s barrel, all of which will go towards feeding hungry people in our community.

“We applaud Price Chopper grocery stores for uniting fans of our local Big 12 rivals behind a good cause...donating food to feed Kansas City’s hungry,” says Karen Haren, president & CEO of Harvesters. “Whether you’re a KSU, KU or MU fan, we hope you’ll support your school and help Harvesters fight hunger. Many families who have lost jobs are depending on Harvesters’ network for food. We applaud Price Chopper and its customers for their CHOP Hunger commitment to feed the hungry.”

Game On Against Hunger is a part of **CHOP Hunger**...Price Chopper’s commitment to provide one million meals to feed Kansas City’s hungry by June 30, 2010. Price Chopper and Harvesters launched CHOP Hunger in June with “No School = No Lunch”, a summer food and fund drive to help feed kids that rely on free school lunches during the school year.

“Price Chopper stores have a large banner on display near the Harvesters barrels, measuring how we are doing systemwide towards our million meal goal,” says Jody Hanson, Price Chopper spokesperson. “Since CHOP Hunger launched a little over a month ago, we were pleased to check off the first 100,000 meal milestone. Game On Against Hunger is the next effort to help us reach our one million meal goal...an important goal for the Price Chopper owners who live here in Kansas City.”

Harvesters—The Community Food Network

Harvesters is the Kansas City area’s only food bank. Covering a 26-county area of northeastern Kansas and northwestern Missouri, Harvesters provides food and related household products to more than 550 not-for-profit agencies including emergency food pantries, soup kitchens, homeless shelters, children’s homes, homes for the mentally disabled and shelters for battered persons. Agencies in Harvesters’ network provide food assistance to more than 60,000 different people each week. Harvesters, which was founded in 1979, is a certified member of Feeding America, a nationwide network of more than 200 food banks, serving all 50 states. For more information, visit www.harvesters.org.

About Price Chopper

Price Chopper’s 49 stores are locally owned and operate by the Ball, Bresette, Cosentino, McKeever, and Queen families. Price Chopper celebrates its 30th anniversary in Kansas City this year. Its owners and employees are committed to providing the highest quality products and top-of-the-line customer service to the more than 700,000 customers who shop its stores each week. For more information, please visit www.mypricechopper.com.