

FOR IMMEDIATE RELEASE

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CELEBRATE THE OPENING OF THE NEWEST (AND LITTLEST) SHOPRITE SUPERMARKET AT PLEASE TOUCH MUSEUM

Ribbon Cutting Ceremony: Saturday, December 13 at 10:00 a.m.

PHILADELPHIA, PA – (December 9, 2008) – The owners of ShopRite supermarkets in Pennsylvania, New Jersey and Delaware announced today the grand opening of their newest “store,” the ShopRite Supermarket exhibit inside the new Please Touch Museum at Memorial Hall in Fairmount Park, Philadelphia. The hands-on, interactive supermarket exhibit enables children to be shoppers, cashiers and stockers.

“Being a part of the restoration of Memorial Hall, which is such a grand structure and having the supermarket exhibit named for us, further cements our commitment to the community of Philadelphia. We are thrilled to bring the ShopRite supermarket experience into this unique museum setting that is sure to delight children and their parents,” said Karen Meleta, spokeswoman for ShopRite.

“Years ago, when we first announced our plans to move the museum to Memorial Hall, the most frequently asked question was, ‘Are you going to bring the supermarket?’” recalled Nancy Kolb, President & CEO of Please Touch Museum. “It has always been our most popular exhibit, and thanks to ShopRite, we have been able to build an even bigger and better supermarket for families to enjoy. And we have added a kitchen where kids can extend the shopping experience to putting away the groceries they ‘purchase’ at the ShopRite.”

The exhibit puts children in charge of the real-world experience of shopping in a grocery store. Rather than riding in a cart pushed by mom or dad, young kids push their own small shopping carts through the aisles or operate cash registers in check-out lanes. Little shoppers can pile their carts high with a wide assortment of play foods including fruits, vegetables, seafood, loaves of bread and packaged items ranging from Philly favorites like Tastykakes to ShopRite branded peanut butter, cereal, juices and canned goods. Huge wheels of cheese, pastries, and frozen foods complete the play shopping experience.

The ShopRite Supermarket exhibit is an integral part of the museum’s City Capers exhibit zone, one of six different zones in the museum. City Capers is a Please Touch city within the museum, offering a realistic urban environment of shops including the supermarket, a restaurant and a shoe store, along with a medical center, a construction area and the Front Step toddler environment. Together these activities create a ‘neighborhood’ of hands-on learning experiences.

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About ShopRite

ShopRite supermarkets are members of Wakefern Food Corporation, a retailer-owned cooperative with stores throughout New Jersey, New York, Pennsylvania, Connecticut, and Delaware. ShopRite serves more than 4 million customers each week. A long time supporter of community efforts, ShopRite has been named the New Jersey Corporate Philanthropist of the Year by the Community Foundation of New Jersey. America’s Second Harvest Food Bank Network also has recognized ShopRite as the Grocery Distributor of the year for its ShopRite Partners In

Caring program, a year-round initiative dedicated to fighting hunger in the communities served by ShopRite. Since its inception, ShopRite Partners In Caring has donated \$20 million to more than 1,400 charities.

About Please Touch Museum®

Please Touch Museum® at Memorial Hall, Fairmount Park is dedicated to enriching the lives of children by providing learning opportunities through play. The museum is open Monday through Saturday from 9 a.m. until 5 p.m. and Sundays from 11 a.m. – 5 p.m. Admission is \$15 for adults and children age one and over. Museum members and children under one are free. On-site parking is available. For more information, call 215-581-3181, or visit www.pleasetouchmuseum.org.