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ShopRite Partners In Caring 'Gets Connected' to Hunger-Fighting Heroes
Annual Contest Honors ShopRite Associates on Special-Edition Cheerios Boxes

Keasbey, NJ (March 3, 2011) – For the 11th year running, ShopRite associates have banded together for the annual ShopRite Partners In Caring Cheerios Contest. The contest, held during National Hunger Action month in September, challenges ShopRite associates to raise awareness and funds toward alleviating hunger in their local communities.

ShopRite stores in six states raised a record \$522,000 in this year's contest that has the ability to provide millions of meals to those in need. Some of the more creative fundraising events included carnivals, parades, scavenger hunts, ice cream socials and tailgates. To recognize the dedication and effort of the 40 winning stores, 81 ShopRite associates will be featured on a special-edition Cheerios box, available exclusively at ShopRite stores in March.

The theme of this year's special-edition Cheerios box is "Get Connected" and showcases a collage of photos of the 81 associates who came together to create a network of hunger-fighting heroes.

"The heart of ShopRite Partners In Caring truly lies in the dedication and generous spirit of our network of hunger-fighting heroes," said Christine Magyarits, spokesperson for ShopRite Partners In Caring. "This network not only includes our store associates but also our vendor partners, local hunger-fighting charities, food banks and our loyal ShopRite customers. Each year, these groups 'Get Connected,' helping to raise funds and hope for those in need and bringing us one step closer to an end to hunger in our time."

To learn more about ShopRite Partners In Caring and to make a donation to the issue of hunger, please visit: ShopRitePartnersInCaring.org.

The winning stores are:

New Jersey:

ShopRite of Brookdale, ShopRite of Newton, ShopRite of Phillipsburg, ShopRite of Succasunna, ShopRite of Clinton, ShopRite of Marmora, ShopRite of Mansfield, ShopRite of Netcong, ShopRite of Cinnaminson, ShopRite of Flanders, ShopRite of Garden State Pavilion, ShopRite of Bayonne, ShopRite of Medford, ShopRite of Franklin, ShopRite of Flemington, ShopRite of Mount Laurel, ShopRite of Brooklawn, ShopRite

of Rio Grande, ShopRite of Byram, ShopRite of Mullica Hill, ShopRite of Jackson, ShopRite of Marlton, ShopRite of Montague, ShopRite of Evesham Road, ShopRite of Lyndhurst

New York:

ShopRite of Forest & Richmond, ShopRite of Hylan Boulevard, ShopRite of Wallkill, ShopRite of Croton

Pennsylvania:

ShopRite of Morrell Plaza, ShopRite of Parkside, ShopRite of Fairless Hills, ShopRite of Daleville, ShopRite of Aramingo Avenue, ShopRite of Island Avenue, ShopRite of Roxborough, ShopRite of Oregon Avenue

Maryland:

ShopRite of Jacksonville

Connecticut:

ShopRite of Waterbury, ShopRite of Bristol

About ShopRite

ShopRite is the registered trademark of Wakefern Food Corp., a retailer-owned cooperative, based in Keasbey, NJ and the largest supermarket cooperative in the United States. With more than 228 ShopRite supermarkets located throughout New Jersey, New York, Pennsylvania, Connecticut, Delaware and Maryland, ShopRite serves more than five million customers each week. A long-time supporter of key community efforts, ShopRite is dedicated to fighting hunger in the communities it serves. Through its ShopRite Partners In Caring program, ShopRite has donated more than \$24 million to 1,700 worthy charities and food banks since the program began in 1999. As a title sponsor of the LPGA's ShopRite Classic, ShopRite has raised more than \$23 million for local schools, hospitals and community groups. For more information, please visit www.ShopRite.com.

About ShopRite Partners In Caring

ShopRite Partners In Caring is a year-round, community-based, hunger-fighting initiative that works with more than 50 food industry manufacturers to provide more than \$2 million annually to qualified charitable agencies in New York, New Jersey, Connecticut, Delaware, Maryland and Pennsylvania. Since its inception in 1999, ShopRite Partners In Caring has donated \$24 million to more than 1,700 charities. ShopRite Partners In Caring supports emergency food pantries, soup kitchens, homeless shelters, child care centers, battered women's shelters, senior citizen programs, drug rehab centers, programs for the mentally and physically disabled, after-school programs and other organizations that aid those in need. The ShopRite Partners In Caring Fund was established in 2002 as a component fund of the Community Foundation of New Jersey to accept private donations that help fund its charitable endeavors. For more information or to learn how you can help, please visit www.shopritepartnersincaring.org.

About Cheerios

Cheerios, America's No. 1 cereal, debuted in 1941 as Cheerioats. The nation's first ready-to-eat oat cereal has since become one of the most trusted and recognized brands in America. In fact, one of every 10 boxes of cereal sold in America is a box of Cheerios. General Mills' popular franchise includes Cheerios, Honey Nut Cheerios, Frosted Cheerios, Apple Cinnamon Cheerios, MultiGrain Cheerios, Berry Burst Cheerios, Fruity Cheerios, Cheerios Crunch and Yogurt Burst Cheerios. For more information, go to www.cheerios.com

About General Mills

One of the world's leading food companies, General Mills operates in over 100 countries and markets more than 100 consumer brands, including Cheerios, Häagen-Dazs, Nature Valley, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Progresso, Cascadian Farm, Muir Glen and more. Headquartered in Minneapolis, Minnesota, U.S.A., General Mills had fiscal 2009 global net sales of US\$15.9 billion, including the company's \$1.2 billion proportionate share of joint venture net sales. Visit www.generalmills.com.

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