



Bottom Dollar Food Announces 2010 Expansion Plans

July 21, 2010

SOFT-DISCOUNT GROCER PLANS TO EXPAND IN GREATER PHILADELPHIA MARKET

Bottom Dollar Food, a soft-discount grocer, announced plans today to open approximately 15-20 stores by the end of 2010 in the greater Philadelphia market. The announcement will create more than 600 jobs in the region and bring another grocery option to customers in the greater Philadelphia region.

"Bottom Dollar Food has great potential in the market as we believe it is underserved in the soft-discount grocer arena," said Meg Ham, President of Bottom Dollar Food. "We are very excited to expand Bottom Dollar Food and deliver the best price and value in grocery products to customers."

Bottom Dollar Food is a full-shop discount grocer. Bottom Dollar Food opened its first store in High Point, N.C., on Sept. 21, 2005. Since that time, the banner has grown to 28 stores in North Carolina, Virginia and Maryland.

"We look forward to serving the greater Philadelphia community," added Ham. "Customers will find Bottom Dollar Food unique because we carry national and private products, and offer outstanding quality in produce, meat and other products. We offer the best prices on groceries in the market and provide our customers a friendly, fun and lighthearted shopping experience."

Bottom Dollar Food has identified 21 locations for new stores, including: -- 197 E. Dekalb Pike, Upper Merion, Pa. (King of Prussia) -- 2134 Street Road, Bensalem Township, Pa. (Bensalem Plaza) -- 154 Airport Road, Valley Township, Pa. (Coatesville, Airport Village Shopping Center) -- 889 E. Lancaster Ave., East Caln, Pa. (Downingtown, Ashbridge Square) -- 11 Bellvue Ave., Penndel, Pa. (Penndel Shopping Center) -- 1856 Catasauqua Road, Allentown, Pa. (Valley Plaza Shopping Center) -- 1955 Davisville Road, Willow Grove, Pa. -- 782 Bethlehem Pike, North Wales, Pa. (Montgomeryville) -- 2826 Dekalb Pike, Norristown, Pa. (East Norriton, Northtowne Plaza) -- 219 W. Butler Ave., Chalfont, Pa. (Chalfont Village Shopping Center) -- 2919 Lehigh St., Allentown, Pa. -- 5200 Route 42, Turnersville, N.J. (Ganttown Plaza) -- 1400 N. Charlotte St., Pottstown, Pa. (The Shops at Ringing Rock) -- 4270 Perkiomen Ave., Exeter Township, Pa. (Reading Mall) -- 230 N. Marlton Ave., Marlton, N.J. (Crispin Square) -- Bustleton Ave. and County Line Road, Lower Southampton, Pa. (The Shops at Walnut Grove) -- 6119 N. Broad Street, Philadelphia, Pa. (Broad Street and Godfrey Avenue) -- 3245 Hamilton Blvd, Allentown, Pa. (Dorneyville Shopping Center) -- Krewstown Road and Welsh Road, Philadelphia, Pa. (Krewstown Shopping Center) -- Lansdowne Ave. and Baltimore Ave., Lansdowne, Pa. (The Borough of Lansdowne) -- 7627 Lindbergh Ave., Philadelphia, Pa. (Penrose Park Plaza)

Bottom Dollar Food is also considering other locations in the greater Philadelphia area, and will open its first store in the fall 2010.

"We are very fortunate to have a strong emerging banner that we can continue to grow in new markets," added Ham. "Bottom Dollar Food will be a great place to work as we create new jobs in the community. We look forward to growing with the greater Philadelphia residents and being a good community partner in the areas in which we operate."

About Bottom Dollar Food

Bottom Dollar Food, based in Salisbury, N.C., operates 28 stores in North Carolina, Virginia and Maryland. Bottom Dollar Food is a full-shop discount grocer offering the most popular national brands and private brand products at everyday best prices. Bottom Dollar Food is redefining discount shopping with its lighthearted atmosphere and focus on fresh produce and quality meats. For more information, visit www.bottomdollarfood.com.

First Call Analyst:

FCMN Contact:

SOURCE: Bottom Dollar Food

CONTACT: Christy Phillips-Brown, +1-704-310-2221,
cphillips-brown@foodlion.com

Web Site: <http://www.bottomdollarfood.com/>

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