

# NEWS RELEASE

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## KICKING OFF A HEALTHY NEW YEAR AT GIANT FOOD STORES AND MARTIN'S FOOD MARKETS

*Healthy Ideas product labeling system points the way to healthier choices;  
Free antibiotics and \$4/\$10 generic prescriptions ease family budgets*

**Carlisle, PA** – GIANT Food Stores and MARTIN'S Food Markets today kicked off the New Year with the launch of two consumer health-driven initiatives. *Healthy Ideas*™, a proprietary product-labeling system that helps customers identify healthy options as they shop the aisles of the grocery store, has been introduced in all stores. Blue and green *Healthy Ideas* labels can be found on the shelves identifying thousands of products, including store and national brand products and perishables.

Also starting today, all GIANT and MARTIN'S pharmacies now offer more than 300 generic prescriptions for under \$10 in addition to providing customers with a 14-day supply of 37 different generic antibiotics for free, with a valid prescription.

“GIANT and MARTIN'S are committed to improving the health and wellness of our customers and their families,” said Rick Herring, Division President, GIANT/MARTIN'S. “*Healthy Ideas* makes it easy for consumers to identify foods that fit into a healthy lifestyle. We are also helping our customers stay healthy during these tough economic times by providing commonly-prescribed antibiotics free of charge and lowering the cost of other generic drug prescriptions.”

*Healthy Ideas* products adhere to criteria based the federal definition of “healthy.” *Healthy Ideas* takes total fat, saturated fat, cholesterol, sodium and sugar into account when assessing products. In order to receive the *Healthy Ideas* distinction, a product must meet certain criteria developed by a team of registered dietitians, using information from Dietary Guidelines for Americans, the USDA Food Pyramid, and the definition of “healthy” from the USDA and FDA. Foods labeled with the *Healthy Ideas* symbol include single ingredient vegetables, fruits and 100% fruit juice, some

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1149 Harrisburg Pike Carlisle, PA 17013

canned, frozen and dried fruits, certain breads, cereals, rice and pasta, low fat dairy products and some snack foods.

Customers can look for the blue and green shelf tags along with store signage to help them make healthy choices that fit their lifestyles. Radio ads and GIANT and MARTIN'S own weekly ad will highlight the program and featured products. Building on its commitment to deliver trusted nutritional information, *Healthy Ideas* will be incorporated into "Kid Healthy Idea: Store Tours," monthly lectures hosted by GIANT and MARTIN'S nutritionists, and cooking school classes on eating a balanced and healthy diet. In addition, detailed information about *Healthy Ideas* is available through free, in-store brochures and on the GIANT and MARTIN'S websites at [www.giantfoodstores](http://www.giantfoodstores) and [www.martinsfoods.com](http://www.martinsfoods.com).

Beginning today with a valid prescription, customers can purchase a 30-day supply of more than 300 generic prescription drugs for \$4 and a 90-day supply for \$10 at all GIANT and MARTIN'S pharmacies. In addition, GIANT and MARTIN'S pharmacists can fill a 14-day supply of the most commonly prescribed generic antibiotics at no charge. To participate in GIANT and MARTIN'S ongoing generic prescription and free antibiotic program, customers need a valid prescription and BonusCard. For additional information and a list of generic prescriptions and antibiotics included in this program, visit [www.giantfoodstores.com/savingslist](http://www.giantfoodstores.com/savingslist) or [www.martinsfoods.com/savingslist](http://www.martinsfoods.com/savingslist).

The Giant-Carlisle Division of Ahold USA, headquartered in Carlisle, Pennsylvania, is a leading supermarket chain in Pennsylvania, Virginia, Maryland and West Virginia with grocery stores operating under the names of GIANT Food Stores and MARTIN'S Food Markets. GIANT and MARTIN'S are proud to work with hundreds of local organizations in the communities they serve and have a long-standing commitment to eradicate hunger and improve the quality of life for children. For more information, visit [www.GiantFoodStores.com](http://www.GiantFoodStores.com) and [www.MartinsFoods.com](http://www.MartinsFoods.com).

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