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**FOR IMMEDIATE RELEASE – May 29, 2012**

## **United Supermarkets' Red Hot Summer Game Features More Than \$12 million in Prizes/Offers**

*\$250,000 Grand Prize guaranteed to be given away*

(LUBBOCK, TX) . More than \$12 million in prizes and money-saving offers . including a guaranteed \$250,000 grand prize winner . will be up for grabs during [United Supermarkets](#) 2012 Red Hot Summer Game.

This year's game launches its 13-week run on May 30 at 44 participating locations of United Supermarkets, Market Street and Amigos in Abilene, Amarillo, Lubbock, Wichita Falls and surrounding areas. The promotion concludes Aug. 28.

The prize package is worth more than \$4 million and also includes \$100,000 cash, a \$100,000 motor coach, three \$40,000 prizes (vehicle, boat and backyard makeover), a \$25,000 Honda motorcycle and a \$20,000 kitchen makeover. Smaller prizes range from a \$500 Apple iPad<sup>®</sup> to \$5,000 cash.

United's Red Hot Summer Game is another example of our commitment to being on the leading edge of bringing our guests ultimate service and the best value in town, +said Wes Jackson, chief merchandising officer for United Supermarkets, LLC. Our past games were a success in every measure, and we believe this year's game will be the most enjoyable ever for our guests. +

Guests will receive one free game ticket with each purchase and can earn bonus Game Tickets by purchasing participating vendor products that will be marked by shelf tags throughout the store. Each game ticket will contain four game markers and a free product offer or a cents-off coupon.

A total of 25 million game tickets will be distributed to United guests during the 13-week game. Guests will have the opportunity to receive game tickets containing nearly three million collect-and- win prizes including free groceries, cash or additional game tickets.

The game board will have a total of 27 collect-and-win games . five more than a year ago.

This year's Red Hot Summer Game also has an enhanced online component, where guests can win more than \$700,000 in prizes including cars, cash, electronics, free groceries and Redbox DVD rentals. Inside most game tickets is a special game marker with a unique nine-digit alphanumeric code.

Guests simply log-on to [www.unitedtexas.com](http://www.unitedtexas.com), click on the Red Hot Summer Game icon and type in their nine-digit code to see if they are a potential winner. Online game marker codes may be entered via computer or mobile device.

Guests who register through the online game also will be added into a second chance drawing for the \$250,000 grand prize if it is not won through the collect-and-win board game.

Our marketing team has worked really hard to make this year's Internet game the best one yet, said Monica Schierbaum, director of marketing for United Supermarkets, LLC. We have actually doubled the number of potential winners from a year ago.

### **About United Supermarkets**

Now in its 96<sup>th</sup> year of operation, United Supermarkets, LLC, is a Texas-based, family-owned grocery chain with stores in 30 markets across north and west Texas. A self-distributing company with its headquarters in Lubbock and distribution centers in Lubbock and Roanoke, United currently operates 51 stores under four distinct formats: [United Supermarkets](#), [Market Street](#), [Amigos](#) and United Express. The company's 52<sup>nd</sup> store . a fourth-generation Market Street location . is currently under construction in Lubbock.

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