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FOR IMMEDIATE RELEASE – July 5, 2012

United Supermarkets Launches West Texas Mobile App, Giving Guests On-the-Go Access

*Features Red Hot Summer Games, weekly ads, recipes
and personal shopping lists at users' fingertips*

(LUBBOCK, TX) . Lubbock-based [United Supermarkets, LLC](http://www.unitedtexas.com) announced today the launch of its West Texas iPhone application (app). The app will give United Supermarkets, Market Street and Amigos guests throughout West Texas a more rewarding shopping experience with on-the-go access to weekly ads, product specials, recipes and customizable shopping lists that can be shared via email.

Additionally, the mobile app will provide guests with convenient access to United Supermarkets' 2012 Red Hot Summer Game, in which more than \$4 million in prizes . including a guaranteed \$250,000 grand prize winner . are up for grabs through Aug. 28.

The mobile app links to the enhanced online component of the contest, 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 can simply access the Red Hot Summer Game icon via the mobile app and type in their nine-digit code to see if they are a potential winner.

"Our passion is to deliver ultimate service to our guests. We are excited to launch our iPhone app as a new way we can deliver ultimate service . now in a digital environment." said Monica Schierbaum, director of marketing for United Supermarkets LLC. "Our new app gives all of our guests convenient tools for a personalized shopping experience, like allowing you to place items from our weekly ad or recipes directly on your shopping list, which can then be shared with friends and family members."

To access the West Texas mobile app, iPhone users can visit the Apple App Store and search keywords "United Texas." Android and other smartphone users can access the web app by visiting and bookmarking www.unitedtexas.com/mobile on their mobile device.

To serve its North Texas guests, United Supermarkets recently launched a DFW Market Street app as well.

About United Supermarkets

Now in its 96th 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 52nd store . a fourth-generation Market Street location . is currently under construction in Lubbock.

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