



**Media Contacts:**

**Eddie Owens**, Director of Communications/PR  
O: 806.788.4863 C: 806.928.0462  
[eowens@unitedtexas.com](mailto:eowens@unitedtexas.com)

**Lauren Griffin**, Public Relations Support  
972.499.6621  
[lauren.griffin@hck2.com](mailto:lauren.griffin@hck2.com)

**FOR IMMEDIATE RELEASE – August 6, 2012**

## **Market Street Launches Refreshed Website**

*New site offers improved navigation, user-friendly layout  
and Smart Rewards account access*

(LUBBOCK, TX) . Lubbock-based [United Supermarkets, LLC](http://www.unitedsupermarkets.com) (United), owner of **Market Street**, has redesigned the online experience for its guests with the launch of a brand new website at [www.marketstreetdfw.com](http://www.marketstreetdfw.com).

In addition to improved navigation and a more user-friendly layout, the new format features larger, easier-to-read weekly ads, a simplified store locator and an expanded selection of recipes, as well as the ability to schedule and pay for cooking school classes and dietitian store tours. As part of its ongoing commitment to the health and wellness of its guests, United will also offer new meal plans focusing on heart health, diabetes management, gluten-free diet and weight loss.

The website redesign is part of Market Street's desire to make life easier for our busy guests, said Monica Schierbaum, director of marketing for United Supermarkets, LLC. As technology improves, so do our guests' needs, so we strive to offer the most convenient shopping experience possible, not just in-store, but online as well.

The new website speaks to guests in a way that identifies what is unique to Market Street, filled with features appealing to foodies and cooking enthusiasts. Visitors will be able to browse coupons, and build/print their shopping lists, and guests who establish an online account will be able to access the weekly ad a day earlier than nonregistered guests.

DFW guests who participate in Market Street's Smart Rewards loyalty program will find an expanded section where they can quickly access their account information, and where tracking points and rewards is even easier.

The site also features Market Street's social media pages . including a live Facebook feed right on the home page and quick links to Twitter and Pinterest . where guests can find great meal ideas and shopping tips.

The company also has launched refreshed websites for its two additional store banners, **United Supermarkets** ([www.unitedsupermarkets.com](http://www.unitedsupermarkets.com)) and **Amigos** ([www.amigosunited.com](http://www.amigosunited.com)), as well as a corporate site ([www.unitedtexas.com](http://www.unitedtexas.com)).

Earlier this summer, Market Street recently launched its DFW iPhone app, which allows Smart Rewards loyalty members on-the-go access to their account details, including current points, rewards and personalized offers. The free, downloadable app also provides guests with mobile access to weekly ads, product specials, recipes and customizable shopping lists that can be shared via email.

Market Street is a unique shopping experience that combines everyday grocery shopping needs with the unique specialty items, whole-health products and chef-prepared foods that shoppers want. United Supermarkets, LLC operates 10 Market Street stores throughout Texas, including DFW area locations in Allen, Colleyville, Coppell, Frisco, McKinney and Plano.

### **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.

# # #