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United Supermarkets Reconfigures Online Presence with New Websites for each Store Banner

Redesigned sites offer improved navigation and user-friendly layouts

(LUBBOCK, TX) . Lubbock-based [United Supermarkets, LLC](http://www.unitedsupermarkets.com) (United) has reconfigured the online experience for its guests with the launch of brand new websites for each of its major store banners: **United Supermarkets** (at www.unitedsupermarkets.com), **Market Street** (www.marketstreetunited.com), **Amigos** (www.amigosunited.com), as well as a corporate website (www.unitedtexas.com).

In addition to improved navigation and a more user-friendly layout, the new formats feature larger, easier-to-read weekly ads, a simplified store locator, an expanded selection of recipes and in-store menus, 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 also offers new meal plans focusing on heart health, diabetes management, gluten-free diet and weight loss.

Each website speaks to guests in a way that identifies what is unique to each store brand. For example, the Amigos website highlights authentic ethnic food items available in the store, and the Market Street website contains features appealing to foodies and cooking enthusiasts.

Visitors also 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.

The website redesign is part of United Supermarkets' 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 sites also highlight United'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.

In addition to the new websites, United recently launched its West Texas iPhone app, which gives 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.

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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