



Media Contacts:

Eddie Owens, Director of Communications/PR
O: 806.788.4863 C: 806.928.0462
eowens@unitedtexas.com

Lauren Griffin, Public Relations Support
972.499.6621
lauren.griffin@hck2.com

FOR IMMEDIATE RELEASE – August 15, 2012

Market Street Enhances Smart Rewards Loyalty Program After Successful First Year

*Unique program features faster ways to earn points,
increased reward choices and easy mobile access*

(LUBBOCK, TX) . Lubbock-based [United Supermarkets, LLC](#), parent company of [Market Street](#), today announced enhancements to its Smart Rewards loyalty program, which has attracted more than 140,000 members since its June 2011 launch. The Smart Rewards program will now feature more ways to earn points and many more options for redeeming them.

The Smart Rewards loyalty program has far exceeded our expectations in its first year. Our Market Street guests in the Metroplex have embraced this unique program and appreciate the cash discounts the program gives them just for shopping with us, said Robin Cash, loyal marketing manager for United Supermarkets, LLC. These new enhancements mean that our guests will earn points much faster, and they will have more choices in how they can use their points.

Smart Buys are a new component to the program. Guests can purchase specially marked products throughout the store and receive bonus points ranging from 25 to 500 points per item. Points can be used toward a wider variety of reward options, including free products along with discounts on grocery and fuel purchases.

Reward options will rotate seasonally, allowing guests to be able to pick which rewards they want for their family. Redeeming points is easy and can be done through the new touch-screen kiosks located at the front of any DFW Market Street location, on the new Market Street mobile app, or online at the store's new website, www.marketstreetdfw.com.

The Smart Rewards program is free, and Market Street guests in the DFW area can sign up in any store location. The electronic enrollment process takes only seconds, and members may use their phone number during checkout instead of carrying a membership card. Members will automatically receive an online account when they enroll in Smart Rewards.

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 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.

#