



Media Contacts:
Eddie Owens, Director of Communications/PR
O: 806.788.4863 C: 806.928.0462
eowens@unitedtexas.com
Lauren Griffin, Public Relations Support
O: 972.499.6621 C: 972.743.8709
lauren.griffin@hck2.com

FOR IMMEDIATE RELEASE – Oct. 3, 2012

United Supermarkets Receives 2012 LEADER Award of Excellence by Shopper Technology Institute

(LUBBOCK, TEXAS) . [United Supermarkets, LLC](#) (United) announced today it was presented with a LEADER Award for Excellence by the [Shopper Technology Institute](#) (STI) this week at the 2012 LEAD Marketing Conference in Rosemont, Ill.

Sponsored by IBM, the Excellence in Digital Marketing category award was given to United for its marketing efforts, including the recent launch of a customized website and iPhone app for guests of all three store banners: United Supermarkets, Market Street and Amigos. Additionally, United was recognized for enhancing its year-old Smart Rewards loyalty program for Market Street guests.

"We are thrilled to be recognized for our efforts to improve the guest experience with our new websites and mobile apps, as well as our Smart Rewards loyalty program enhancements," said Robin Cash, loyalty marketing manager for United Supermarkets, LLC, who accepted the award on behalf of the company. "These program features help us fulfill our goal of always creating a more convenient shopping experience for our guests. We are proud to be among such notable brands and thank the LEAD Conference for the recognition."

Also receiving awards at the 2012 LEAD Conference were GameStop, Coca-Cola, Lowe's, Unilever, Dr Pepper Snapple Group, Chiquita Brands and Kum & Go.

"All of these companies have distinguished themselves by successfully leveraging technology to connect with their customers and enhance the shopping experience," said John Karolefski, executive director of the Shopper Technology Institute (STI). He administers the awards program for IBM, the sponsor.

In July, United Supermarkets launched West Texas and DFW iPhone apps, giving guests 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.

In August, United reconfigured the online experience for its guests with improved website navigation and a more user-friendly layout featuring 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.

-more-

Also in August, Market Street 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 now features additional ways to earn points and many more options for redeeming them.

The annual LEAD Marketing Conference is produced by the Shopper Technology Institute, a national trade organization focused on technologies and solutions that engage and motivate shoppers and analyze their behavior. Its members are solution providers in the areas of loyalty, engagement, analytics and digital applications, as well as providers of research and insights. Associate members are retailers, wholesalers, manufacturers, and academics.

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 United](#) and United Express.

#