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United Supermarkets Launches Exclusive Thomas Kitchen Knives Giveaway

Guests can earn professional kitchen knives, accessories with everyday grocery purchases

LUBBOCK, Texas – Beginning Feb. 20, guests at any location of [United Supermarkets](#), [Market Street](#) and Amigos can earn professional kitchen knives at no additional cost while fulfilling their everyday grocery needs.

Through June 11, guests can earn bonus stickers toward the purchase of professional kitchen knives and accessories from Thomas by Rosenthal Group, one of the world's leading producers of professional grade cutlery and cookware. Since Thomas by Rosenthal Group knives are not available anywhere else in the United States, this promotion is exclusive for guests of the United Supermarkets, LLC, family of stores.

West Texas guests will receive one bonus sticker to collect and redeem for Thomas knives and accessories for every \$10 they spend on qualified purchases at any United Supermarkets, Market Street and Amigos United location. Shoppers may redeem bonus stickers for knives and accessories of their choice in either of two ways: free (by redeeming the full number of bonus stickers), or by purchasing pieces at full retail value. The number of bonus stickers needed to redeem each item varies.

Guests of Market Street locations in the Dallas/Fort Worth area will receive one Smart Rewards point to collect and redeem for Thomas knives and accessories for every \$1 they spend on qualified purchases at any Market Street location in the D/FW area. Guest can also earn bonus points by purchasing Smart Buy items. Shoppers may redeem their Smart Rewards points for any Thomas knife or accessory of their choice online, at the in-store kiosk or on the Market Street mobile app. Guests also have the option of purchasing the knives at full price without participating in the program.

All guests will have until June 25, 2013, to redeem their bonus stickers. There is no limit to the number of free knives a guest can collect. All knives and accessories are subject to availability.

“Thomas by Rosenthal Group cutlery is internationally-known for its beautiful design and high quality. I was very impressed with the performance and durability of all the pieces, and the contemporary shape fits in with modern kitchen designs,” said Chris Wilson, corporate chef for United Supermarkets, LLC.

Items in the 11-piece collection of knives and accessories include:

- A utility knife
- Small santoku knife
- Sharpening steel
- Cook's knife

– more –

- Large santoku knife
- Break knife
- Steak knife block
- Set of two steak knives
- Cleaver
- Chopping board
- Storage block

Guests can find more information about the Thomas by Rosenthal knives giveaway by visiting www.unitedsupermarkets.com, www.marketstreetunited.com, or www.amigosunited.com. DFW Guests can visit www.marketstreetdfw.com.

About United Supermarkets

Now in its 97th year of operation, [United Supermarkets, LLC](http://www.unitedsupermarkets.com), 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](http://www.unitedsupermarkets.com), [Market Street](http://www.marketstreet.com), [Amigos United](http://www.amigosunited.com) and United Express.

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