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United Supermarkets Discounts Midland Weather Alert Radios in Preparation for Tornado Season

Advises guests on the importance of being prepared for severe weather

(LUBBOCK, Texas) – [United Supermarkets, LLC](#) has joined forces with [Midland Radio](#) to offer a discounted weather alert radio to its guests in preparation for the upcoming tornado season. All [United Supermarkets](#), [Market Street](#) and [Amigos](#) stores in the West Texas area will offer the Midland All-Hazard Weather Alert Radio at a discount price of \$29.99 plus tax (\$20 off the retail price) while supplies last.

The radio transmits emergency alerts and severe weather warnings from the National Oceanic and Atmospheric Administration (NOAA) and the National Weather Service to alert people to severe weather, tornados, fires, AMBER alerts and other community emergencies.

According to Midland Radio, more than 450 weather-related fatalities and nearly 2,600 injuries were reported in the U.S. in 2012. Tornadoes struck nearly every state, causing more than \$1.6 billion in damage and 70 fatalities. There were more than 935 tornadoes in 2012, with 206 in April alone.

“We want to do our part to make sure guests are prepared during severe weather, especially during the frequent tornado alerts throughout the Texas Panhandle in the spring,” said Kris Burdis, center store business manager for United Supermarkets, LLC. “These weather radios can be a lifesaving tool for alerting your family to dangerous weather when electricity and cell phones fail. They can also wake you during the night to alert you to approaching tornadoes or other severe storms.”

The Midland All Hazards Alert Weather Radio is public certified and features:

- SAME Localized reception
- Trilingual capabilities
- 7 NOAA channels
- Digital panel display
- 25 programmable counties
- User warning system including AMBER and Homeland security alerts selectable
- Choice of Voice, Siren, or Tone Alert
- Time and Alarm Clock with full display
- Emergency power back-up, uses 3 AA Batteries (not included)
- AC Wall Adapter

- more -

To learn more about how to program your Midland All Hazards weather alert radio, guests can visit www.midlandradio.com for helpful tips and videos.

About United Supermarkets

Now in its 97th 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 52 stores under four distinct formats: [United Supermarkets](#), [Market Street](#), [Amigos United](#) and United Express.

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