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United Supermarkets, LLC Announces Name Change as Result of Chain-Wide Strategic Branding Initiative

Company to now be known as The United Family

(LUBBOCK, Texas) – United Supermarkets, LLC today announced a name change for the parent company as the result of a strategic branding initiative for the entire organization. Moving forward, United Supermarkets, LLC will be known as The United Family, reflecting the company's multiple store brands as well as its rich family history.

As part of the branding initiative, The United Family has formed an internal Brand Stewardship Committee to help define, articulate and document the organization's brand portfolio, which consists of 4 retail brands: United Supermarkets, Market Street, Amigos and United Express, along with its subsidiary operations, R.C. Taylor Distributing, Praters and Llano Logistics.

"This vital step of defining, documenting and evolving our brand strategies will help ensure the entire company understands what each of our brands stands for. Our goal is to create more distinct and consistent brand identities so we stay relevant to current and future Guests," explained Monica Schierbaum, The United Family senior marketing director, who is leading the branding initiative.

"The clearer we are about who we are and what we offer, the better we can stand apart from other grocery retailers. The brand work and the resulting changes are currently being rolled out in all our markets throughout Texas. "

The first visible signs of the brand initiative are the newly redesigned logos. Market Street was introduced at the Jan. 9 opening of new location in Lubbock. A new logo for the United Supermarkets banner was introduced at the company's Snyder location in early August. New logos for Amigos and United Express will be rolled out in the coming months.

"Our business has become more and more competitive, with new stores and formats offering very compelling alternatives for food shopping," said Robert Taylor, United Family of Stores CEO. "It's vital to our future success that we let current and future Guests know who we are and what we stand for. We have to make sure we offer our Guests things that are relevant to them and their shopping needs."

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The branding initiatives will not impact the company's commitment to Ultimate Service, part of the bedrock on which The United Family has built its reputation over the past nine-plus decades.

“Our brands will always stand for Ultimate Service,” said Taylor. “However, Ultimate Service can mean different things to different people. It could look a little different at United, Market Street, Amigos and United Express, but that doesn’t mean we will ever abandon our Ultimate Service commitment.”

About The United Family

Now in its 97th year of operation, The United Family – formerly 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, The United Family currently operates 57 stores under four unique brands: [United Supermarkets](#), [Market Street](#), [Amigos](#) and United Express, along with subsidiary operations R.C. Taylor Distributing, Praters and Llano Logistics. For more information, please visit: www.unitedtexas.com.

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