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## **The United Family™ Launches Text Program to Deliver Store Promotions and News Instantly**

*Guests can sign up to receive discounts and special offers via text on their mobile device*

**(LUBBOCK, Texas)** – [The United Family™](#) today announced the launch of a texting program designed to enhance shopping experiences of United Supermarkets, Market Street and Amigos guests. Guests who opt-in to the texting program will receive product information and savings opportunities they can use instantly.

“Our new mobile alert program will provide guests with special offers and product information while at home, on-the-go or even inside our stores,” said Jennifer Nanz, digital media manager for The United Family. “As our guests turn to their mobile phones for relevant news and deals, we want to be sure they receive value-added offers that enhance their shopping experience at our stores.”

Guests who opt-in will receive texts with store-specific information regarding promotions, events, special offers, new product releases and recipes.

“We are excited for what this texting program will offer our guests,” Nanz added. “We want to make the best deals easily accessible for guests and we know a mobile platform is the perfect way to do so.”

Guests throughout West Texas can sign up for individual, brand-specific mobile alerts from United Supermarkets, Market Street and Amigos. To register, guests can:

- Text the word “UNITED” to 43300 for alerts from United Supermarkets
- Text the word “MARKET” to 43300 for alerts from Market Street
- Text the word “AMIGOS” to 43300 for alerts from Amigos.

Market Street guests in Dallas/Ft. Worth must be a member of the Smart Rewards program to subscribe. Guests already registered for the Smart Rewards program can sign up for mobile alerts by texting the word “SMART” to 43300. Additionally, guests can sign-up by creating an online account or by updating their online account to opt-in to receive SMS messages. Those not already registered for Smart Rewards can visit <http://marketstreetdfw.com/smartrewards> register.

- more -

Guests who subscribe may receive up to two offers or alerts per week. Standard carrier message and data rates may apply.

**About The United Family™**

Now in its 97<sup>th</sup> 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](http://www.unitedtexas.com).

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