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**PRESS RELEASE**  
**For Immediate Release**  
**Thursday, September 17, 2009**

## **STATER BROS. ANNOUNCES AMERICA'S LARGEST SUPERMARKET CHAIN SPONSORED EVENT**

**With Over 600,000 Expected to Attend**  
**The 20<sup>th</sup> Annual Stater Bros. Route 66 Rendezvous Will Run**  
**from Thursday, September 17, through Sunday, September 20, 2009**

**SAN BERNARDINO, CALIFORNIA** - Stater Bros. Supermarkets is proud to announce its title sponsorship of the biggest car show on the West Coast and the largest Supermarket Chain sponsored event in America. The Stater Bros. Route 66 Rendezvous will begin today and run through Sunday, September 20, along the historic streets of downtown San Bernardino. This is the thirteenth straight year that Stater Bros. has been the title sponsor.

The 20<sup>th</sup> Annual Stater Bros. Route 66 Rendezvous is expected to draw a record breaking attendance of over 600,000 car enthusiasts, and there will be 1,900 registered participants showcasing their classic cars, hot rods and custom vehicles, generating \$44 million dollars for the local economy.

The Stater Bros. "Family" Fun Zone will be located in the heart of the event at Court and "E" Streets in downtown San Bernardino with activities for the whole family to enjoy. This exciting promotional area is free and will feature cooking demonstrations, food sampling, interactive games, and community outreach booths. The Stater Bros. Court Street Stage will host live music throughout the event from a variety of famed artists such as Buzz Campbell and Hot Rod Lincoln featuring Lee Rocker of The Stray Cats., Tierra including the Salas Brothers, and Stater Bros. "Family" Member Ashley Runner with her band West 10. In addition, there will be a celebrity autograph session featuring Football Great, Big Game Champion Joe Theisman and former NFL Wide Receiver and Stater Bros. Community Relations Representative Mark Seay. Stater Bros. is also proud to sponsor the Grill-to-Grill Cook-off benefiting selected charities of the winner's choice. For a schedule of events and full list of activities please visit: <http://route-66.org>.

"Stater Bros. is proud to once again support the annual Stater Bros. Route 66 Rendezvous," stated Jack H. Brown, Chairman of the Board and Chief Executive Officer of Stater Bros. Markets. "We are happy to give back to the many car enthusiasts in the communities we serve by sponsoring this nostalgic weekend for the entire family to enjoy."

Stater Bros. was founded in 1936 in Yucaipa, California, and has grown steadily through the years to become the largest privately owned Supermarket Chain in Southern California and the largest private employer in both San Bernardino County and Riverside County, with annual sales in 2008 of \$3.74 billion. During the past ten years, Stater Bros. has contributed \$100 million in support of nonprofit organizations in the communities it serves. The Company operates 167 Supermarkets, and there are over 19,000 members of the Stater Bros. "Family" of Employees.

**STATER BROS. MARKETS...SERVING SOUTHERN CALIFORNIA FOR 73 GOLDEN YEARS**

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