



Albertsons and its Parent Company SUPERVALU Announce Three Year Partnership Extension for the Albertsons Boise Open Presented by Kraft

Boise, ID (January 26, 2010) – Mike Clawson, Albertsons President of the Intermountain West Division, announced today at a news conference that Albertsons and its parent company SUPERVALU will extend the Boise Open golf tournament partnership for three more years beyond this year’s tournament—securing the event through 2013. The Albertsons Boise Open presented by Kraft has a rich history of providing support to local children’s charities and since its inception in 1990, the Boise Open golf tournament has distributed more than \$10.7 million in charitable donations—making it the most successful in terms of charitable contributions among all Nationwide Tour tournaments.

“We recognize the importance of this great community event and what it means to the state of Idaho overall,” says Clawson. “In terms of the economic impact to the state and the local community, it is estimated that the Boise Open infuses \$7 - 8 million per year into the economy. This annual event is the perfect vehicle to help us achieve our goal of continuing to give back to the community.”

Bill Calfee, president of the Nationwide Tour, said, “We are absolutely thrilled that SUPERVALU has decided to renew their agreement for the Albertsons Boise Open presented by Kraft for another three years. This tournament has been the premier event on the Nationwide Tour for the past 20 years, and its impact in the Boise community from an economic and charitable perspective has been nothing short of spectacular. We look forward to growing this partnership in the years ahead and to positively influencing the lives of the many deserving people this event touches.”

The upcoming 2010 event hopes to achieve similar charitable success, through the continued involvement of the Sara Lee TICKETS For CHARITY™ program. Albertsons and the tournament will once again provide local non-profit organizations with the opportunity to sell tournament tickets and retain 100 percent of the proceeds for their causes. Additionally, Albertsons and Sara Lee will provide a bonus pool of \$50,000 to be distributed among the participating charities based on each charity’s ticket sales. Non-profit grant applications are also available for this year’s Albertsons Boise Open presented by Kraft and can be downloaded from the tournament website, www.albertsonsboiseopen.com.

The 21st annual Albertsons Boise Open presented by Kraft will return on September 13-19, 2010 to Hillcrest Country Club in Boise. Golf Channel will televise all four rounds of the Albertsons Boise Open presented by Kraft in the United States. Internationally, it will be distributed via the

PGA TOUR to more than 70 countries, including Japan, China, Korea, Hong Kong and parts of Europe and Latin America. The tournament is managed by Jeff Sanders Promotions, based in Portland, Oregon.

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ABOUT ALBERTSONS

ALBERTSONS was founded in 1939 and currently operates 503 Albertsons and Lucky supermarkets in Idaho, Montana, Southern California, Southern Nevada, North Dakota, Oregon, Utah, Washington, and Wyoming. ALBERTSONS is part of the SUPERVALU family, which is one of the largest companies in the United States' grocery channel, with annual sales of approximately \$41 billion. SUPERVALU holds leading market share positions across the U.S. with its approximately 2,475 retail grocery locations. Through SUPERVALU's nationwide supply chain network, the company provides distribution and related logistics support services to more than 5,000 grocery endpoints across the country. SUPERVALU currently has approximately 180,000 employees. For more information about Albertsons, please visit our website at www.albertsons.com.

ABOUT THE NATIONWIDE TOUR

Founded (1990), owned and operated by the PGA TOUR, the Nationwide Tour identifies those players who are ready to compete and win on golf's biggest stage. As the official proving ground of the PGA TOUR, two out of three PGA TOUR members are Nationwide Tour alumni. Tour alumni have won 262 PGA TOUR titles, including 13 majors and three PLAYERS Championships. Twenty-five PGA TOUR cards will be at stake over the course of 28 events in 2010. Recognizing the Tour's growing stature, Nationwide Insurance has renewed its umbrella sponsorship of the Nationwide Tour through 2012. The PGA TOUR, through the efforts of its three tours and their tournaments, sponsors, players and volunteers, supports over 2,000 local charities and has surpassed \$1.5 billion in charitable giving. To learn more about the PGA TOUR and Nationwide Tour and to follow the season-long quest for a PGA TOUR card, visit PGATOUR.COM.