

for immediate release
NEWS

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Foodland First Hawaii Retailer to Offer *Certified Angus Beef*[®] brand

Honolulu, Hawaii – April 11, 2008 – Hawaii’s first modern supermarket is also the state’s first licensed retail chain to offer *Certified Angus Beef*[®] (CAB[®]) products.

Beginning April 16, all Foodland and Sack N Save stores statewide will offer customers a full line of premium Choice *Certified Angus Beef*[®] items, including a full line of chucks, rounds, steaks, roasts and ground beef. The company will launch its new product line with unique items like *Certified Angus Beef*[®] chef’s cut ribeye and the chef’s cut filet of sirloin – restaurant-quality cuts that are exclusive to Foodland in Hawaii.

“We are excited about our new exclusive line of meat, premium Choice *Certified Angus Beef*[®] brand,” says Jenai S. Wall, Foodland chairman and chief executive officer. “This product exemplifies the kind of excellent quality we are proud to offer our customers, and we know they will agree it’s the best beef in town.”

The *Certified Angus Beef*[®] brand is a cut above USDA Prime, Choice and Select. Less than 8% of beef can achieve the benchmark standards that ensure the brand’s mouthwatering flavor, juiciness and tenderness.

Foodland is so confident customers will love every cut and kind of fresh meat sold, that they are offering the strongest meat guarantee in the islands – double your money back. The guarantee includes all fresh meat – beef, pork, poultry, lamb and veal products – in the service and self-service cases.

Foodland Super Market, Ltd., was founded in 1948 by the late Maurice J. “Sully” Sullivan. Sullivan had a great vision – that of a family-run, community-focused company that put the customer first. Today, the kama ‘aina company employs approximately 2,000 people at its 30 stores spanning four islands. For more information, call 732-0791 or visit www.foodland.com.

The *Certified Angus Beef*[®] brand is proudly offered at more than 13,000 restaurants and retailers throughout the United States and internationally. For more information, visit www.certifiedangusbeef.com.

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