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GROCERY OUTLET BRINGS A CASCADE OF SAVINGS TO ELLENSBURG

Local Husband and Wife Owner/Operator Team to Host Grand Opening Celebration on Saturday, June 30

Berkeley, CA – June 22, 2012 – Husband and wife entrepreneurs Mark and April Mikota are proud to announce the opening of the new Grocery Outlet store in Ellensburg, Washington, with a Grand Opening event planned for Saturday, June 30, 2012. Natives of Lewis County, Washington, the Mikota's are thrilled to return to the Northwest to open the store along with their 30 new employees, mostly from Ellensburg. Kittitas County residents can now expect to pay much less on brand name, quality foods and merchandise at the new Grocery Outlet, the largest "extreme-value" retailer in the U.S. With over 164 store locations, Grocery Outlet offers extreme bargains on brand name merchandise and fresh nutritious foods, with prices often up to 50% less than conventional retailers.

Together, Mark and April have 20 years of Grocery Outlet experience - most recently as the Owner/Operators of the Hanford Grocery Outlet in Central California. They met while working at the Chehalis Grocery Outlet. Mark started working there when he was just 16-years-old and April joined the Grocery Outlet team four years later. They both quickly worked their way into management positions, and aspired to become Grocery Outlet Owner/Operators.

The Mikota's new Grocery Outlet store will occupy a former Albertson's building (at 705 North Ruby Street), which has been vacant for the past two years. At approximately 25,000-square-feet, the new Grocery Outlet space will feature 10 spacious aisles of product offerings, including an expanded grab-and-go deli case with pre-packaged sandwiches, a robust frozen food case for quick, easy meals, and an enhanced wine and beer department with an additional 12-feet of cooler space for beer.

Not only is Grocery Outlet bringing extreme savings to Ellensburg, it's also creating local job opportunities. The Mikota's have already hired 30 full-time and part-time employees to fill positions ranging from merchandisers and cashiers, to department managers and leads.

The Grand Opening celebration will take place on June 30, 2012 between 7:00 am and 5:00 pm. The free event will include an array of fun, family entertainment including free frugal-friendly Grocery Outlet bags for the first 500 customers, games and giveaways, a local charity fundraising hot dog and drink sale to benefit FISH Community Food Bank, and appearances by the Grocery Outlet Frugal Friends, "Lois Prices" and "Ben Saven" throughout the day.

For more information on the new Ellensburg Grocery Outlet, please visit:
http://www.groceryoutlet.com/Ellensburg-WA/

About Grocery Outlet
Based in Berkeley, California, Grocery Outlet offers extreme bargains on brand name merchandise, with prices often up to 50% cheaper than conventional retailers. The largest "extreme-value" grocer in the U.S., Grocery Outlet has 164 locations in Arizona, California, Idaho, Nevada, Oregon & Washington. Grocery Outlet carries refrigerated and frozen foods, fresh produce, organics, dry groceries, beer and wine, health and beauty care, over-the-counter drugs, household products, toys and gifts. A third-generation family-led company founded in 1946, Grocery Outlet's mission has always been to provide customers a fun place to find extreme values on name brands they trust. Most stores are independently owned and operated by locally based families. Grocery Outlet also owns the Amelia's Grocery Outlet chain including 14 stores located in Pennsylvania. For more information, please visit www.groceryoutlet.com.

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