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**GROCERY OUTLET BARGAIN MARKET SET TO OPEN DOWNTOWN EAST VILLAGE LOCATION
ON JULY 12, 2012**

Leading Bay Area discount retailer to open its first location within City of San Diego and will offer residents savings of up to 50% off of retail

Berkeley, CA – May 3, 2012 – Grocery Outlet, the largest “extreme-value” grocer in the U.S., will open the doors to its brand new retail location in downtown San Diego at 1002 Market Street on Thursday, July 12 at 8:00 am. The space, formerly occupied by Pep Boys and across the street from Strata, Starbucks and East Village Tavern and Bowl, is located within a prime, residentially-rich area, blocks away from Petco Park. The 17,600 square-foot independently-owned and operated discount retail store will provide shoppers with high-quality, USDA-certified meats, fresh produce, organics, a premium wine and beer selection, frozen and packaged grocery items as well as personal care and beauty items - all at extremely deep discount prices.

An institution amongst bargain-seeking loyalists, Berkeley-based Grocery Outlet specializes in opportunistic sourcing, buying discounted close-outs of excess inventories from national brand-name manufacturers and private-labels. The brand new San Diego Grocery Outlet will create 35 planned full and part-time job opportunities and will provide East Village and surrounding residents the opportunity to save up to 50% as compared to conventional retailers on brand name, quality foods and merchandise. With over 161 independently-owned and operated store locations, including two additional locations in San Diego County (National City and Oceanside), Grocery Outlet continues to experience tremendous growth by consistently offering customers the opportunity to achieve considerable savings on brand names and high quality items.

Independent owners, husband and wife entrepreneurs Steve and Kim Smith, who owned and operated the Folsom, California Grocery Outlet, just recently became local residents of San Diego with their young daughter to open their new East Village Grocery Outlet. The move will allow the Smiths to be closer to their two college-aged sons, who currently attend San Diego State University and the University of San Diego.

A free-to-the-public Grand Opening celebration is scheduled for July 14 and will include an array of fun, family entertainment, food and prize giveaways.

For more information on the San Diego East Village Grocery Outlet, please visit:

www.groceryoutlet.com or visit their Facebook page:

<http://www.facebook.com/EastVillageGroceryOutlet>

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 **161** 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. For more information, please visit www.groceryoutlets.com.

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