



**SHAW'S SIGNS DEAL TO BE THE OFFICIAL SUPERMARKET SPONSOR  
OF THE NEW ENGLAND PATRIOTS**

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West Bridgewater, Mass. (October 2, 2006) – Football and food come together as Shaw's becomes the official supermarket sponsor of the three-time Super Bowl Champion New England Patriots.

"It's a natural fit," said Carl Jablonski, president of Shaw's. "Food is a big part of the football experience, from tailgating to home celebrations. This partnership allows both of our winning teams to extend our brand images. But the big winners will be our customers."

Shaw's and its food partners are teaming up to offer customers exciting sweepstakes and other special promotions. When customers purchase any of the participating products, they will be automatically entered to win home game tickets and other great prizes, leading up to the chance to win the Grand Prize: a trip to the Big Game in Miami in February. Shaw's and its food partners will also be offering weekly specials to customers in all Shaw's stores. Shoppers will begin seeing the promotions marketed extensively in the Shaw's flyer and with in-store merchandising. Just last month, the Patriots launched a line of hot dogs, sausages and bratwursts under the label of "Patriots Gridiron Grillers," which are available in Shaw's Supermarkets throughout New England.

"We are proud to partner with Shaw's for another season-long promotion that will give Patriots fans throughout New England an opportunity to win some great prizes," said Patriots President Jonathan Kraft. "Like the Patriots, Shaw's is committed to New England and provides quality products and services to their customers."

Under the terms of the agreement, Shaw's and its vendor partners will be promoted at Gillette Stadium during home football games. In addition, Shaw's will receive exposure through the Patriots media channels—including print publications, radio and television programs.

This sponsorship of a major league sports team is the first for Shaw's.

***About the New England Patriots***

The Boston Patriots were founded in 1959 as one of the original franchises of the American Football League. In 1971, the team moved to Foxborough, Mass. and was renamed the New England Patriots. They remain the only NFL team regionally named to

represent six states. In 1994, Robert Kraft purchased the Patriots and rebuilt the franchise into one of the elite teams in the NFL. Since 1994, the Patriots have qualified for the playoffs eight times, including six as division champions, and lead the league with 13 playoff victories and four conference championships. In the last five years, the Patriots have brought three Super Bowl championships home to New England. For more information on the New England Patriots, please visit [www.patriots.com](http://www.patriots.com).

***About Shaw's***

Shaw's, Osco and Star Market are a division of SUPERVALU INC. Throughout the six New England states, there are more than 210 store locations employing approximately 30,000 associates. SUPERVALU INC. is one of the largest companies in the United States grocery channel with 2,500 retail grocery locations holding leading market positions. SUPERVALU also provides distribution and related logistics support services to more than 5,000 grocery retail endpoints across the country. SUPERVALU currently has approximately 200,000 employees. For more information, please visit [www.shaws.com](http://www.shaws.com) or [www.supervalu.com](http://www.supervalu.com).

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