

FOR IMMEDIATE RELEASE

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ROUSES MARKETS WILL DELIVER 18-WHEELER FILLED WITH GROCERIES TO SECOND HARVEST FOOD BANK -- FRIDAY, OCTOBER 16

ROUSES AND CUSTOMERS HAVE DONATED OVER \$267,000 IN CASH AND NON-PERISHABLE FOOD ITEMS TO SECOND HARVEST FOOD BANK OVER PAST 10 MONTHS

THIBODAUX, LA – (10/11/09) -- Since its kick off in December 2008, Rouses' Stop Hunger in-store community program has raised more than \$267,000 in cash donations and non-perishable food items for Second Harvest Food Bank of Greater New Orleans and Acadiana. As a result, a semi truck carrying the equivalent of more than 27,300 meals will be delivered to the Second Harvest Food Bank this Friday, October 16 at 10:00 a.m. The gift will be presented by Donald Rouse on behalf of Rouses and its customers. Second Harvest Food Bank is located at 1201 Sams Avenue, New Orleans, LA 70123.

“This tremendous gift comes at a time when Second Harvest Food Bank is experiencing a growing need for food assistance,” said Natalie Jayroe, President and CEO of Second Harvest Food Bank. “One in eight people in Louisiana is struggling with hunger. A child’s classmate, an elderly neighbor, or even a co-worker – each of us know someone who is at risk for hunger,” added Jayroe.

“Your neighborhood grocery store is a natural collection spot for non-perishable food items for the hungry in our community,” said Donald Rouse. His company set up collection drop spots inside each of its 35 stores to receive customer contributions of non-perishable food items. To make giving easy, Rouses also prepares pre-packaged, brown paper grocery bags filled with nutritious, non-perishable pantry staples such as rice, pasta, beans and tuna that customers can purchase and donate immediately.

Customers can also contribute non-perishable food items brought from home or purchased at Rouses, and make cash donations at the register. “We are collecting cash donations to help Second Harvest Food Bank with additional needs such as fresh meat, produce, dairy and other items,” said Rouse.

“We are extremely grateful to Rouses and its customers for their generosity and dedication to the fight against hunger in our community,” said Jayroe. “The Rouses’ Stop Hunger program is critical to Second Harvest Food Bank’s efforts provide nutritious meals to families, children and seniors in need across south Louisiana.”

Second Harvest Food Bank serves nearly 250,000 people annually. In the last year, Second Harvest Food Bank provided more than 19 million meals across 23 south Louisiana parishes.

Founded in 1960 by the late Anthony J. Rouse Sr. with a single store in Houma, Louisiana, and only four employees, today Rouses (www.rouses.com) employs 5,200 people and has locations in two states. In 2007, Rouses Markets doubled in size by acquiring A&P's Southern Division. In addition to four Mississippi Gulf Coast stores, Rouses Markets has 31 locations in Louisiana, making it the largest independent grocer in the state. In 2008 and 2009, Rouse was voted Best Supermarket in New Orleans, Best Supermarket on the North Shore, Best Supermarket in Ocean Springs, and Best Supermarket in Lafourche, Terrebonne and Jefferson Parishes. The company was listed as one of the Best Supermarkets in the country in a recent nationwide AOL online poll.

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