

FOR IMMEDIATE RELEASE

***Think Pink* totes at Martin's to benefit American Cancer Society during October National Breast Cancer Awareness Month**

SOUTH BEND, IN/September 30, 2008/Martin's Super Markets/ -- Sales of a new, limited-edition reusable tote at Martin's Super Markets will benefit the American Cancer Society in recognition of October National Breast Cancer Awareness Month.

Think Pink totes will be available at every Martin's store beginning Monday, October 6. Priced at \$2.99 each, a portion of the proceeds from each sale will benefit the American Cancer Society in recognition of 2008 National Breast Cancer Awareness Month.

Bright pink in color, the special-edition totes feature the signature "pink ribbon" design as well as inspirational words of support, encouragement and hope. Taller than Martin's standard reusable totes, the pink totes will be available at displays featured in the Flower Markets at all Martin's Super Markets. As with other Martin's totes and plastic bags, customers will earn a 5¢ credit at checkout each time they reuse their *Think Pink* tote.

"The *Think Pink* tote campaign is a way for Martin's and our customers to make a positive statement and direct contribution to several causes at once," according to Dave Mayfield, Martin's advertising manager. "The *Think Pink* tote not only shows support for the fight against breast cancer, it's also another way for both Martin's and our shoppers to demonstrate a continued commitment to conserving the earth's limited resources."

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

Martin's Super Markets was founded in 1947 and currently has 20 stores in South Bend, Mishawaka, Granger, Elkhart, Goshen, Plymouth, Nappanee and Logansport, Indiana, and Niles, Stevensville and St. Joseph, Michigan.

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