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**FOR IMMEDIATE RELEASE**

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**Shop Rite and Price Rite Named Combined Recipient of the 2010 Retailer of the Year Award by Celebration Foods**

**New Britain, CT (June 10, 2010)** – Celebration Foods is pleased to announce Shop Rite and Price Rite Markets as the combined recipient of the company's 2010 Retailer of the Year Award. Today, Richard Tully, Chairman of the Wakefern Fresh Bake Committee accepted the award given by Celebration Foods associate Raymond Schobert, Director of Sales Operations. Celebration Foods began doing business with Shop Rite in 1991 when Carvel® ice cream cakes first began distribution into the supermarket channel.

Some of the key factors in Celebration Foods' decision to name Shop Rite and Price Rite Markets as the combined winner included: year over year sales growth in 2009; total growth in 2009, consecutive years growth between 2006 -2009; and outstanding vendor-friendly partnership commitment.

**About Celebration Foods**

Celebration Foods is the marketer, manufacturer and distributor of leading high quality frozen desserts for all occasions, including, Carvel®, SNICKERS®, M&M'S® and OREO® ice cream cakes and desserts. Headquartered in New Britain, CT, Celebration Foods is the market leader in the ice cream and ice milk frozen desserts category with a 65% market share and distribution now reaching over 49 states and over 10,000 leading supermarkets, super centers, and club stores. For more information on Celebration Foods visit [www.celebrationfoods.com](http://www.celebrationfoods.com).

**About Shop Rite**

Although they have grown from the small "Mom and Pop" stores of the 1940's, most ShopRite stores are still family owned and operated businesses – many with second, third, or even fourth generations involved. All ShopRite owners are members of Wakefern Food Corporation, which buys, warehouses and transports products while providing other support services to ensure customer satisfaction. "Volume" buying enables ShopRite stores to offer their consumers the lowest overall prices, and the greatest value, in the marketplace.

**About Price Rite Markets**

Price Rite is a wholly-owned subsidiary of Wakefern Food Corporation and shares its parent company's commitment to community. It was in 1995 when the first Price Rite store opened its doors in West Springfield, MA starting the company on its mission of providing value seeking consumers with quality at everyday low prices. Today, the Price Rite family of stores has grown to include many locations in Connecticut, Massachusetts, New York, Pennsylvania, and Rhode Island

**About Wakefern**

Headquartered in Keasbey, New Jersey, Wakefern operates over 2.5 million square feet of grocery and non-food warehousing. Its transportation fleet, one of the largest private fleets on the east coast, consists of 400 tractors and 2,000 trailers, and travels more than 35 million miles annually. Wakefern is the merchandising and distribution arm for ShopRite, has grown into the largest retailer-owned cooperative in the United States and the largest employer in New Jersey. For more information on Wakefern Food Corporation, please visit [www.wakefern.com](http://www.wakefern.com).

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