

**Hall of Famer Alcott, Fresh & Easy Neighborhood Market create event honoring
40 years of the Kraft Nabisco Championship
*Pro-Am to benefit Park Century School, LA's BEST***

RANCHO MIRAGE, Calif., Feb. 15, 2011 – Amy Alcott, a three-time Kraft Nabisco Championship winner and member of the Ladies Professional Golf Association (LPGA) Tour and World Golf Halls of Fame, along with Tim Mason, CEO of Fresh & Easy Neighborhood Market and Fresh & Easy Neighborhood Foundation, have teamed up to host the fresh&easy Dinah Shore Charity Pro-Am. The inaugural event will celebrate 40 years of the Kraft Nabisco Championship as well as benefit two children's educational initiatives in the greater Los Angeles area: Park Century School and LA's BEST. The inaugural pro-am event will be played on April 2, 2011, at the Mission Hills Country Club, Palmer course.

The fresh&easy Dinah Shore Charity Pro-Am was created by Alcott and Mason to accomplish a dual purpose. They wanted to honor the legacy of Dinah Shore and the champions and stars of the Kraft Nabisco Championship, which during its 40-year history has showcased the very best of women's golf, and to raise awareness and funding for important children's education initiatives.

"It's so exciting to host the fresh&easy Dinah Shore Charity Pro-Am where we can not only play alongside so many LPGA greats and celebrate the amazingly rich history of the Kraft Nabisco Championship, but also raise funds for two amazing children's educational initiatives," said Mason. "Building on the huge success of our Shop for Schools program which raises money for K – 8th grade schools, we are proud to support LA's BEST and Park Century Schools, which are both inspiring and worthy organizations."

The fresh&easy Dinah Shore Charity Pro-Am will feature 18 teams, with each foursome being led by a past Kraft Nabisco Championship champion or LPGA star.

"I am so excited to co-host this event with Tim (Mason) and provide an opportunity to celebrate the champions and rich history of the Kraft Nabisco Championship," said Alcott, who won five majors, three of them at the Kraft Nabisco Championship. "Dinah (Shore) was a very close friend of mine and I know how much she loved the LPGA players and this event. She brought welcomed attention to all of us in the early days and it is wonderful to see her vision thriving 40 years later. This will be wonderful day of celebration for fans of women's golf."

Fans who attend the Kraft Nabisco Championship, the LPGA's first major of the season, on Saturday, April 2, have the opportunity to enjoy the legends and current stars of women's professional golf. Each Saturday ticket will grant fans access to both events at Mission Hills Country Club on April 2. For ticket information, log on to www.knccgolf.com.

A list of LPGA champions and stars scheduled to compete in the fresh&easy Dinah Shore Charity Pro-Am will be released in the near future. For more information about the fresh&easy Dinah Shore Charity Pro-Am or to learn about sponsorship and playing opportunities, contact golf@freshandeasy.com.

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fresh&easy Dinah Shore Charity Pro-Am

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About Fresh & Easy Neighborhood Market

Fresh & Easy operates more than 150 stores and employees nearly 4,500 people in California, Arizona and Nevada. In addition to fresh prepared meals, meats and produce, Fresh & Easy offers everyone's favorite national brand products and household items, all at unbelievably low prices. The grocer's popular fresh&easy brand products have no artificial colors or flavors, no added trans fats, no high-fructose corn syrup, and only use preservatives when absolutely necessary.

For more information about Fresh & Easy, visit www.freshandeasy.com. Also follow the company on Twitter at: www.twitter.com/fresh_and_easy and become a fan on Facebook at www.facebook.com/freshandeasy.

About Park Century School

Founded in 1968, Park Century School is a non-profit independent co-educational day school designed to meet the specific educational needs of bright children, ages 7 to 14, who have learning disabilities. The School serves students from communities in the South Bay to the San Fernando Valley and from Malibu to Hancock Park, including the greater Los Angeles area. The School's location allows it to make use of Los Angeles' many cultural resources, such as museums, theatres, historic sites, and parks. For more information, log on to www.parkcenturyschool.org.

About LA's BEST

LA's BEST -- Better Educated Students for Tomorrow -- is a nationally recognized after school education, enrichment and recreation program serving 28,000 children with the greatest needs and fewest resources throughout the City of Los Angeles. LA's BEST After School Enrichment Program provides a safe haven for children ages 5 to 12 at 180 elementary school sites each day during the critical hours after school -- at no cost to parents. Established in 1988, LA's BEST is a partnership including the City of Los Angeles, the Los Angeles Unified School District and the private sector. For more information, please visit www.lasbest.org.

About the Kraft Nabisco Championship

Celebrating its 40th staging in 2011, the event has been a part of the LPGA Tour since 1972, and was designated a major in 1983. Three-time champion Amy Alcott began a winner's tradition of jumping into the lake at the 18th hole after her victory in 1991. The event was called the Colgate Dinah Shore from 1972-81 and the Nabisco Dinah Shore from 1982-99. Dinah Shore's legacy is preserved with the "Dinah Shore Walk of Champions" at the 18th hole at Mission Hills Country Club. In addition, a statue of Dinah Shore, serving as the walk's focal point, was created by noted sculptor George Montgomery, who was Shore's former husband. The lake at the 18th hole is named Champions Lake, while the winner jumps into Poppie's Pond. The tournament's trophy is called the Dinah Shore Trophy. For the latest information about the event, log on to www.kncgolf.com.

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