

Field expanded for fresh&easy Dinah Shore Charity Pro-Am

Susie Berning, JoAnne Carner, Cindy Figg-Currier, Nancy Scranton added to player list

RANCHO MIRAGE, Calif., March 28, 2011 – As a result of the tremendous demand and interest to play in and support the initiatives of the fresh&easy Dinah Shore Charity Pro-Am, the event has been expanded to accommodate additional pro-am teams, and four more LPGA stars have been added to the field. LPGA Tour and World Golf Hall of Famer JoAnne Carner, a 43-time LPGA Tour winner, as well as three-time U.S. Women’s Open champion Susie Berning, Cindy Figg-Currier and Nancy Scranton are scheduled to participate.

“I am thrilled so many people are signing up to support our inaugural pro-am,” said Tim Mason, CEO of Fresh & Easy Neighborhood Market. “The interest in playing with the LPGA legends and stars while supporting two very worthy children’s education organizations – LA’s BEST and Park Century School – is just fantastic.”

The fresh&easy Dinah Shore Charity Pro-Am will take place at 12:30 p.m. on April 2, 2011, at Mission Hills Country Club, Palmer Course, in Rancho Mirage, Calif.

The fresh&easy Dinah Shore Charity Pro-Am was created by Mason and Amy Alcott, a three-time Kraft Nabisco Championship winner and member of the LPGA Tour and World Golf Halls of Fame. The event will honor the legacy of Dinah Shore and the 40-year history of champions and stars of the Kraft Nabisco Championship as well as raise awareness and funding for important children’s education initiatives.

“I am very excited to welcome four more of my fellow pros – JoAnne (Carner), Susie (Berning), Nancy (Scranton) and Cindy (Figg-Currier) -- to our fresh&easy Dinah Shore Charity Pro-Am,” said Alcott. “The Kraft Nabisco Championship has always been a special event for all of us and I am thrilled to have such a strong field of LPGA players celebrating the history and legacy of the championship.”

Previously announced players include Alcott, Donna Andrews, Jane Blalock, Pat Bradley, Donna Caponi, Beth Daniel, Rosie Jones, Betsy King, Meg Mallon, Patricia Meunier-Lebouc, Alice Miller, Liselotte Neumann, Alison Nicholas, Sandra Palmer, Patty Sheehan, Hollis Stacy and Kathy Whitworth, the winningest golfer of all time. Nancy Lopez has withdrawn from the event.

Fans who attend the Kraft Nabisco Championship 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. For more information about the fresh&easy Dinah Shore Charity Pro-Am or to learn about sponsorship opportunities, contact golf@freshandeasy.com.

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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 tournament' trophy is called the Dinah Shore Trophy. For the latest information about the event, log on to www.knccgolf.com.

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