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**SEDANO'S SUPERMARKETS EXPANDS TO ORLANDO**

*Nation's Number One Hispanic Retailer Acquires  
Three Central Florida Locations*

**MIAMI**—November 6, 2009—Sedano's Supermarkets, the number one Hispanic retailer in the United States, announced today that it will acquire three Albertsons supermarket locations in Central Florida. This acquisition marks Sedano's Supermarkets' first expansion beyond its South Florida headquarters and brings the total number of stores to 33 in Florida.

The Orlando area store locations are: 1100 N. John Young Parkway, Kissimmee, FL 34741; 12981 S. Orange Blossom Trail, Orlando, FL 32837; and 5660 Curry Ford Road, Orlando, FL 32822.

"We're very excited about expanding into Orlando," said Javier Herrán, director of marketing for Sedano's Supermarkets. "The expansion into Central Florida helps us meet customer demand, while allowing us to quickly establish a presence and significant footprint in the Orlando market, as we pursue opportunities for continued strategic and conservative growth," he said.

Sedano's, with the assistance of The Food Partners, a national investment-banking firm providing merger, acquisition and divestiture services to the supermarket industry, strategically identified the Albertsons locations to maximize its entry into this new market. The store locations offer Sedano's Supermarkets a great opportunity to respond to the needs of Orlando's burgeoning Hispanic community as well as the general Orlando population. The stores, which vary in size from 58,000 square feet to 65,000, will feature Sedano's staple Latin products as well as mainstream everyday items.

"Our ability to offer specialized goods, low prices and cater to our Hispanic culture have been paramount to our success throughout the years," said Herrán. "We have a true understanding of the Sedano's customer and continuously seek to meet their needs with tailored product selections that reflect the surrounding neighborhood's diverse make up and taste."

Sedano's will officially take control of the three locations in the first quarter 2010. The stores will boast Sedano's Supermarkets' popular prepared foods section, custom-cut meat department and the iconic café serving espresso and *pastelitos*.

**About Sedano's Supermarkets**

Founded in Hialeah, Florida in 1962 by the Herrán and Guerra families, Sedano's Supermarkets has grown to become the number one Hispanic retailer in the United States. Sedano's Supermarkets caters to Florida's booming Hispanic community with more than 2,600 employees and 30 locations in Miami-Dade, Broward, Palm Beach counties. As the largest, independently owned, Hispanic supermarket chain, Sedano's Supermarkets is recognized for its excellent customer service, ethnic product offering and competitive prices.

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