

NEWS RELEASE

FOR IMMEDIATE RELEASE
August 02, 2005

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TOPS MARKETS LAUNCHES “RECIPE SOLUTIONS”

Interactive in-store computer kiosks offer menu ideas to meet customer’s needs

BUFFALO, NY – Tops Markets is making it easier for customers to find solutions to the question, “what’s for dinner?” Beginning this September, Tops will introduce ***Recipe Solutions*** to customers looking for new and innovative ideas for dinner, a snack or a special celebration. Located in the meat department, ***Recipe Solutions*** will provide customers with an interactive computer kiosk for choosing recipes and ingredients all without leaving the store.

“In today’s busy society, we are always looking for ways to make shopping easier and more convenient for our customers,” said Denny Hopkins, vice president advertising, Tops Markets. “With the introduction of Recipe Solutions, our customers will not only leave the store with a cart full of food, but also recipes and menu ideas to turn those groceries into great meals.”

Tops Markets has partnered with Buffalo-based ShoptoCook, to install these computer kiosks in all of its stores. Each kiosk provides customers with thousands of possible recipes. All customers need to do is select the type of meat they’d like to prepare, scan the barcode on the packaging and within seconds three recipes appear on the kiosk screen. Customers can then select and print one of the three recipes or search for additional ideas. The kiosk also allows customers the ability to print out a shopping list of the needed ingredients for the chosen recipe as well as promotional offers and nutritional information.

“The benefits of using the recipe center to the consumer are endless,” said Frank Beurskens, co-founder of ShoptoCook. “For starters, the database has thousands upon thousands of choices for shoppers, all matching their mood, budget and family preferences. But, it’s also available 24 hours a day, 7 days a week and provides cooking tips and support even when store employees are not available.”

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Tops Markets, LLC, headquartered in Williamsville, NY is one of four retail operating companies under Ahold USA and is a division of Giant Food Stores in Carlisle, PA. Tops currently operates 152 Tops Markets, 2 Martin's Super Food Stores. With nearly 18,000 associates, Tops serves a three state market area. For more information about Tops Markets, visit the company's website at www.topsmarkets.com.

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