

NEWS RELEASE



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FOR IMMEDIATE RELEASE

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The Salvation Army, D&W Fresh Markets and Family Fare Supermarkets Kick Off Red Kettle Campaign in Grand Rapids.

Client needs have significantly increased

Grand Rapids, MI November 10, 2010 – Bell ringers for the Salvation Army will get a head start this year in meeting the overall needs of the organization's clients, which are projected to increase significantly during this holiday season.

The Red Kettle Campaign will begin at all D&W Fresh Market and Family Fare Supermarket locations on November 12 with a live kick-off scheduled for 10:00 a.m. at the Fulton Heights Family Fare Supermarket located at 1415 Fulton Street East in Grand Rapids. The campaign is starting two weeks earlier than normal, according to Kent County Coordinator Major Ralph Hansen, in an attempt to meet the needs of an increased number of households in the Grand Rapids area who will seek a variety of assistance during the Christmas season.

D&W Fresh Markets and Family Fare Supermarkets have a longstanding relationship with the Salvation Army, hosting the bell ringers year after year in order to raise funds for families in need of assistance during the holiday season. For the sixth consecutive year, bell ringers are welcomed into the warmth of D&W Fresh Markets and Family Fare stores to make it more comfortable for the bell ringers and easier for customers to make a donation.

“D&W Fresh Markets and Family Fare Supermarkets are proud to be longtime participants in the Salvation Army Bell Ringer fund drive,” said Jeanne Norcross, Vice President Corporate Affairs, and Spartan Stores. “For more than a century, Salvation Army bell ringers have been a familiar presence during Christmas

shopping. The volunteers provide a reminder of the true meaning behind the Christmas season, and we want to provide them the opportunity to raise the necessary funds to help those who are less fortunate in our communities, especially now when the needs are even greater.” Norcross said.

“The needs are especially critical right now,” said Major Hansen. “We have witnessed a significant increase in the number of families and individuals who have supported the work of The Salvation Army in the past and, because of economic circumstances beyond their control, are now approaching us as potential clients,” added the Major.

About The Salvation Army

The Salvation Army, an evangelical part of the universal Christian church, has been supporting those in need in His name without discrimination since 1865. Nearly 33 million Americans receive assistance from The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children. About 83 cents of every dollar raised is used to support those services in nearly 9,000 communities nationwide. For more information, go to <http://www.salvationarmyusa.org>.

About Spartan Stores

Grand Rapids, Michigan-based Spartan Stores, Inc., (Nasdaq: SPTN) is the nation's eleventh largest grocery distributor with 1.4 million square feet of warehouse, distribution, and office space located in Grand Rapids, Michigan. The Company distributes more than 40,000 corporate and national brand products to approximately 370 independent grocery stores in Michigan, Indiana and Ohio. Spartan Stores also owns and operates 97 retail supermarkets in Michigan, including Family Fare Supermarkets, Glen's Markets, D&W Fresh Markets, Felpausch Food Centers and VG's Food and Pharmacy.

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