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ONE MILLION REDEMPTIONS AND COUNTING FOR UKROP'S FUELPERKS! PROGRAM

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*Richmond and Fredericksburg customers save more than \$7.4 million
on 14.2 million gallons of gas, thanks to Ukrop's and its fuel partner Uppy's.*

RICHMOND, Va. – May 12, 2009 – Ukrop's Super Markets, Inc. today announced it has reached the one-millionth customer redemption for its popular fuelperks!® program, which it launched with Uppy's Convenience Stores, Inc. last summer.

Below is a quick look at some of the key fuelperks! numbers since both Richmond-based, family-owned businesses launched the innovative program on June 30, 2008:

- **Total fuelperks! redemptions:** 1,004,288
- **Total gallons:** 14,208,017
(enough gas to drive to the moon more than 550 times)
- **Equivalent number of gas tankers:** 1,596
- **Total discounts:** \$7,429,917
- **Average savings per fill up:** \$7.40



"As our challenging economy continues to drive consumers to seek ways to stretch household budgets, we are pleased that Ukrop's lower prices and the fuelperks! program have resulted in significant savings for our customers," said Ukrop's Chairman, President and CEO Bobby Ukrop. "Everyone seems to have a favorite fuelperks! story to share about saving at the pump!"

Making grocery and gas savings easy

The fuelperks! program rewards customers with savings of 5 cents per gallon of fuel for every \$50 spent at any Ukrop's location in the Richmond region or Fredericksburg or Joe's Market in Richmond.

Customers do not need to spend \$50 in one visit. Ukrop's automatically tracks eligible spending of households using Ukrop's Valued Customer® cards (UVC). Multiple cards can be linked on one household account. The program initially included 14 gas stations operated by Uppy's and supplied by Southside Oil. It now includes 31 Richmond-area fueling locations and one in Fredericksburg.

The fuelperks! discounts add up over multiple grocery purchases and are for up to 20 gallons of fuel per transaction. For example:

- A customer spending \$100 at Ukrop's will earn a discount of 10 cents per gallon.
- A customer spending \$250 at Ukrop's will earn a discount of 25 cents per gallon.
- A customer spending \$500 at Ukrop's will earn a discount of 50 cents per gallon.

Certain purchases are excluded. After customers redeem their rewards, they start earning a new discount based on their qualifying grocery purchases. Customers may check their grocery receipt for their fuelperks! balance, visit www.ukrops.com/fuelperks or call (804) 353-FUEL (3835) for help.

Extra fuelperks! on Saturdays in May

As a special bonus, Ukrop's is offering double fuelperks! on Saturdays during May to reward its UVC customers.

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Uppy's Convenience Stores President Steven Uphoff, said, "Uppy's, which has dispensed 14.2 million gallons of discounted gas through fuelperks!, is proud to be partnering with Ukrop's in offering our customers significant gas savings more than one million times. We look forward to the next million."

Customer feedback

Highlights of recent comments from Ukrop's customers benefitting from fuelperks! include:

- *"It's so easy. You just swipe your card, go to the gas station, swipe your card there and save."*
- *"There are two Starbucks near me, but now I go to the Starbucks at Ukrop's. Why not?"*
- *"I'll go to Ukrop's for items I would have gone elsewhere for before, like shampoo. It saves me a stop and puts a little bit more toward fuelperks!"*
- *"I buy laundry detergent, shampoo, cat litter and mulch. It just makes sense, not only because of fuelperks!, but it's more convenient."*
- *"We have gas guzzler cars, so I do all my shopping at Ukrop's."*
- *"I've always shopped at Ukrop's, but I used to shop sales at other stores too. With fuelperks! I don't do that as much. I like being rewarded."*
- *"I drive a big SUV so getting the tank filled up is important ... I pretty much get everything at Ukrop's, and I earn fuelperks!"*
- *"We normally would make a bunch of different trips. Now, we get it all in one trip at Ukrop's: detergent, diapers and formula."*

About Ukrop's

Ukrop's Super Markets, Inc., founded and headquartered in Richmond, Va., with more than 5,500 associates, operates 27 retail food stores, Joe's Market (a regional specialty market), a central bakery and kitchen, and a distribution center. Since 1937, the privately held business remains dedicated to its version of the Golden Rule: "treating customers, associates, and suppliers as they personally want to be treated." Each year, Ukrop's gives a minimum of 10 percent of its pre-tax profits back to the community. Ukrop's was a pioneer in both loyalty marketing and meal solutions when it launched its Valued Customer® program in 1987 and its chilled prepared foods in 1989. In 1997, Ukrop's established a unique partnership to place banks in its retail locations. Today, it co-owns, with Markel Corporation, 25 First Market Bank branches in Ukrop's locations and 14 free-standing branches. In June 2008, Ukrop's launched another innovative loyalty program called fuelperks! that rewards Fredericksburg and Richmond-area customers by providing significant discounts on fuel based on Ukrop's grocery purchases. To date, Ukrop's fuelperks! rewards exceed \$7.4 million dollars. www.ukrops.com

About Uppy's Convenience Stores, Inc.

Uppy's Convenience Stores, Inc. is a Richmond-owned business based in Chester, Va. Steven and Linda Uphoff founded the family business in July 1995. The company currently operates 40 locations and employs more than 550 team members dedicated to providing customers with quality branded goods and services along with a dedication to exceptional customer service. Brands include, ExxonMobil, BP, Dairy Queen, Subway, Dominic's of New York and Noble Roman Pizza. This fast-growing company has been active and supportive in numerous community projects and sponsorships over the years and strives to always be a positive member of each area it serves. In addition to the company-operated stores branded as "Uppy's" and Exxon "On the Run," through common ownership there is a separate wholesale gasoline distribution company, "Southside Oil" that has been in business for more than 75 years, which currently serves approximately 80 additional dealer-served BP and Exxon locations. www.uppys.com

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Note: Representatives from Ukrop's and Uppy's are available for media interviews about fuelperks! upon request.