



CONTACT:

Jessica Strohman
Executive Director of Pamida Foundation
Pamida
402-596-7318
jstrohman@pamida.com

PAMIDA DONATES TO CUSTER COUNTY LIBRARY AND CUSTER YMCA ORGANIZATIONS TO FURTHER EDUCATE YOUTH IN THE COMMUNITY

Pamida opens new store in Custer, South Dakota

Omaha, NE, April 27, 2009 – Pamida today announces donations totaling \$2,000 to Custer County Library and Custer YMCA organizations. The retailer opened a new location in Custer, South Dakota, on Friday, April 24 and announced its commitment to the Custer County Library and the YMCA organizations during the Grand Opening celebration. The funds donated to these organizations will be used to further educate youth in the community as well as build a strong foundation for a partnership between Pamida and both organizations.

“We are very excited about becoming a part of Custer’s community and to begin our partnership with the Library and YMCA organizations,” said Laurie Wharton, senior vice president of marketing of Pamida and president of Pamida Foundation. “Every day both of these organizations exemplify Pamida’s mission by promoting the well-being of our communities’ citizens and youth.”

The Pamida Foundation is able to support more than 500 charitable organizations in their communities that focus on education, health and social services. In 2008, Pamida donated over \$700,000 to these organizations that improve the lives of the citizens in their communities.

"We look forward to growing our partnership with these organizations and are committed to making a difference in the Custer community through our donation efforts," said Jessica Strohman, executive director of Pamida Foundation.

About Pamida

Headquartered in Omaha, Nebraska, Pamida, which operates 207 stores throughout 17 states primarily in the Midwest, carries a wide variety of merchandise including apparel, home electronics, domestics, seasonal items, toys, housewares and groceries. Pamida operates 145 pharmacies, offering a 24-hour automated prescription refill phone line, free blood pressure checks, and free prescription mail-out service. As a corporate partner, Pamida is engaged in its communities through support of local businesses and organizations.

For more information about Pamida, visit our Web site at www.pamida.com.

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