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PAMIDA EXPANDS THE SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM (SNAP) THROUGHOUT THE MIDWEST

OMAHA, Neb., October 6, 2009 – Continuing its commitment to community health and well-being, Pamida is proud to announce the expansion of the Supplemental Nutrition Assistance Program (SNAP) to nearly all of its stores throughout the Midwest and Northwest. The Program is designed to assist customers in purchasing items that are essential to maintaining healthy diets for themselves and their families. Pamida's participation in the program allows customers to purchase healthy food options with a convenient Electronic Benefit Transfer card (EBT), thereby helping them achieve their health goals.

Currently, more than 34 million individuals are enrolled in SNAP; a 21 percent participation increase from last year. Due to this enrollment increase, the federal government has expanded the SNAP program to provide for individuals and families hit hard by the economic downturn.

In response to this difficult time, Pamida has expanded the selection of grocery items throughout their stores. Benefits are provided on the EBT card that works like a bank debit card and allows customers to make food purchases at most Pamida locations.

“The goal of SNAP is to help combat hunger in the United States by making it easier for individuals and families to purchase healthy foods for a nutritious diet,” said Laurie Wharton, Pamida senior vice president, marketing. “We feel very strongly that our customers will benefit from this program on a regular basis and we’ll continue to offer programs that benefit their health & wellness.”

About Pamida

Headquartered in Omaha, Nebraska, Pamida operates 207 stores throughout 17 states, primarily in the Midwest, and carries a wide variety of merchandise including apparel, home and electronics, seasonal items, toys, housewares and groceries. Pamida operates 142 pharmacies and is a health care leader in each of its communities. In addition to their hometown service, Pamida generously gives back to local organizations throughout their communities via the Pamida Foundation.

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

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