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**FOR IMMEDIATE RELEASE**

**Roundy's Salutes Veterans & Supports Honor Flight in Wisconsin & Minnesota**

*Pick 'n Save, Copps, Metro Market & Rainbow Customers Can Contribute by Purchasing Select Products*

**Milwaukee, July 7, 2011** – Roundy's Supermarkets, Inc. is saluting veterans and supporting Honor Flight to give those who have served our country a chance to see the national monuments dedicated to their service.

The recognition kicked off this week in store ads for Pick 'n Save, Copps and Rainbow. The ads feature names and pictures of Roundy's employees who have served our country through the armed services. Also highlighted in the ads are products from companies that are joining this effort, giving customers a chance to participate and support our troops. For every featured item purchased, ten (10) cents up to just over \$100,000 will be donated to the Honor Flights scheduled to depart from various airfields in Wisconsin on what is being called "Roundy's All-Wisconsin Day" on October 8<sup>th</sup>.

Roundy's All-Wisconsin Day will send two chartered 757 planes carrying 225 World War II veterans from Milwaukee to Washington, DC. On the same day, another 200 World War II veterans will leave Madison and Appleton headed to our nation's capital. Part of the proceeds from this effort will also go toward taking Minnesota veterans to Washington on an October 4<sup>th</sup> Honor Flight leaving Duluth, MN.

**About Stars & Stripes Honor Flight**

Our mission is to fly WWII veterans and terminally ill veterans from other wars to see their memorials in Washington, DC. We also work closely with schools throughout Wisconsin to ensure that the heroic stories of our veterans are built into the curriculum so that future generations will fully appreciate the sacrifices made on their behalf. For more information, visit [www.starsandstripeshonorflight.org](http://www.starsandstripeshonorflight.org).

**About Roundy's Supermarkets, Inc.**

Roundy's Supermarkets, Inc. is a leading grocer in the Midwest with nearly \$4 billion in sales and more than 17,000 employees. Founded in Milwaukee in 1872, it operates 156 retail grocery stores and 93 pharmacies under the Pick 'n Save, Copps, Rainbow, Metro Market and Mariano's Fresh Market banners in Wisconsin, Minnesota and Illinois. For more information about Roundy's and its banners, visit any of the following websites: [www.picknsave.com](http://www.picknsave.com), [www.copps.com](http://www.copps.com), [www.rainbowfoods.com](http://www.rainbowfoods.com), [www.metromarket.net](http://www.metromarket.net) or [www.marianosfreshmarket.com](http://www.marianosfreshmarket.com).