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## NEWS RELEASE

### **PRICE CHOPPER SUPERMARKETS BRING INSTACART PARTNERSHIP TO SHOPPERS IN NEW YORK'S NORTH COUNTRY, MOHAWK VALLEY AND HUDSON VALLEY**

***NEW DELIVERY SERVICE WILL BRING ADDED CONVENIENCE TO SHOPPERS***

(SCHENECTADY, NY) Price Chopper Supermarkets and Market 32 continue to grow their partnership with Instacart, the technology-driven, nationwide on-demand grocery delivery service, by bringing same-day home delivery of groceries to Price Chopper customers in Johnstown, Gloversville, Amsterdam, Potsdam, Canton, Watertown, Vails Gate, Cortland and Newburgh, NY. The service will launch on Thursday, May 10.

To get more information or place an order for delivery, customers simply go to [pricechopper.com/wedeliver](http://pricechopper.com/wedeliver). To encourage trial of the new service, Price Chopper/Market 32 is offering a \$10 discount to new Instacart customers on their first order of \$35 (or more) and waiving the delivery fee. The offer code for first time users is PCDELIVERS. The promotion is good through June 30, 2018.

Instacart's business model raises the bar for online ordering and home delivery service to customers across Price Chopper/Market 32's footprint. The app efficiently connects an intuitive ordering process to a waiting shopper/driver to the assortment of fresh and high quality packaged products customers have come to expect from Price Chopper/Market 32 - at the same prices customers would find in the stores, including the vast majority of advertised sale prices. Instacart delivery fees vary based on the order size and desired delivery time. The specific delivery fee for each order will be displayed during

checkout before the order is placed. For orders over \$35, Instacart typically charges \$5.99 for orders placed at least two hours in advance, and \$7.99 for orders requested within one hour.

"We're proud of the product mix and shopping experience we provide in our stores. And we're thrilled to extend both beyond our four walls by adding the streamlined convenience of grocery delivery through Instacart. We know that our customers are busy and always looking for ways to save time. Offering fresh produce, the best meats and grocery staples delivered right to the doorstep at a good value is yet another way that we can serve our customers," said Glen Bradley, Price Chopper/Market 32's group vice president of marketing.

"Instacart's success hinges on our ability to offer customers same-day delivery from the stores they love within their own communities," said Andrew Nodes, Vice President, Retail Accounts for Instacart. "We are proud to partner with Price Chopper and Market 32 Supermarkets to give customers a convenient, time-saving option to get the products they've come to rely on from this beloved brand."

Price Chopper/Market 32 has already introduced Instacart in stores in nearly 75 of the chain's stores.

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### **About The Golub Corporation:**

Based in Schenectady, NY, the Golub Corporation owns and operates 134 Price Chopper and Market 32 grocery stores in New York, Vermont, Connecticut, Pennsylvania, Massachusetts and New Hampshire. The American owned, family-managed company prides itself on longstanding traditions of innovative food merchandising, leadership in community service, and cooperative employee relations. Golub's 20,000 teammates collectively own more than 44% of the company's privately held stock, making it one of the nation's largest privately held corporations that is predominantly employee-owned. For additional information, visit [www.pricechopper.com](http://www.pricechopper.com)

### **About Instacart**

Instacart helps people cross grocery shopping off their to-do lists with just a few clicks. Customers use the Instacart website or app to fill their virtual shopping cart with items from their favorite, local stores and Instacart connects them with shoppers who hand pick the items and deliver them straight to their door. Founded in San Francisco in 2012, Instacart has quickly scaled to over 160 markets and partnered with retailers across North America, including popular national chains as well as local, regional grocers. By combining a personal touch with cutting-edge technology, Instacart offers customers a simple solution to save time and eat fresh food from the most trusted grocery brands. Instacart is the only grocery service that can meet today's on-demand lifestyle by delivering in as little as one hour. First delivery is free at [www.instacart.com](http://www.instacart.com).