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FOR IMMEDIATE RELEASE

Easy-Way Food Stores Announces Changes in Locations

September 17, 2012 (MEMPHIS, TN) Easy-Way Food Stores is announcing the consolidation of its downtown location by relocating current product offerings to the James Road at Hollywood location. The store at 80 N. Main will be closed at the end of this month.

The long, thought out decision was based on the fact that much of the loyal customer base has moved from the downtown area, and current parking and traffic patterns improve our ability to service those customers more conveniently at James Road and Hollywood. The offering of fresh produce, groceries, and the popular fresh meat counter has been and will continue to be offered at James Road. Limited meat offerings are available at the 5251 Winchester locations as well.

“Our Downtown store has a special place in the hearts of my family, but honestly many of our customers have moved away from that area,” says David Carter. Carter assures that the majority of the employees from the downtown location will be relocated to other Easy-Way locations.

The combining of the two stores into a more shopper-friendly, easily accessible location will also allow Easy-Way the opportunity to explore other locations in and around the Memphis area and to bring products close to where past, present and future customers are located. In addition to James Road, Easy-Way currently operates five other retail produce markets on Cooper, Mt. Moriah, Elvis Presley, Stage Road, and Winchester providing downtown customers many convenient options throughout the city.

Easy-Way Food stores operates a distribution center, which supplies retail stores as well as wholesale and foodservice customers (restaurants, hotels, nursing homes and others) in the Memphis area with fresh fruit and vegetables. Easy-Way began an agreement with Borden Foods for milk distribution in the Memphis area as well.

Renovations at the Mt. Moriah location have begun. The Cooper store is also in the process of installing new bike racks to offer a stopping point for cyclists and plans to make other customer-friendly changes.

Easy-Way has engaged Howell Marketing Strategies to lead in its re-branding and messaging to the Mid South community as “YOUR EVERYDAY FARMER’S MARKET” as well as develop its social media strategy.

Easy-Way is also working with SEACAP's Mackie Gober and team to explore other strategic growth opportunities.

"Easy-Way is committed to adapting to a changing business environment and is looking for innovative ways to explore alternatives, such as entering new markets and potentially partnering with other entities," Gober says.

About Easy Way Food Stores, Inc. – *Your Everyday Farmers Market*

In operation since 1932, Easy Way Food Stores, Inc. is a locally and family owned business based in the Mid-south featuring fresh and locally grown produce, meat and grocery items. The long standing and current studies that suggest that eating more fruit and vegetables is a health benefit that fuels the passion to provide those products to this area in convenient locally staffed, easy in and out locations in a "farmer's market" friendly atmosphere. Other than major holidays, all Easy-Way retail stores are open six or seven days a week throughout the year.