For Immediate Release

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Select Assortment Discount Grocer ALDI Reopens Louisville Store

Grocer Keeps it Simple – Shoppers Save Big

Louisville, Ky. – July 12, 2013 – Beginning Friday, Aug. 2, 2013, ALDI will once again offer grocery shoppers a smarter alternative as the select assortment discount grocer reopens its Louisville store, located at 3442 Preston Highway. Known for its premium ALDI exclusive brands, ALDI is able to offer high-quality grocery items at incredibly low prices. The Louisville location will officially close on Monday, July 15 and will reopen on Friday, Aug. 2.

"We are pleased to showcase the new look of ALDI with this updated store in Louisville and continue to help customers stretch their dollars," said Laura Bauer, Greenwood division vice president for ALDI. "As important as price is, there's only one way to attract and keep shoppers: You have to have quality products. When people try our ALDI exclusive brands, they are excited by the savings and impressed by the quality."

With higher ceilings, improved natural lighting and environmentally friendly building materials – such as recycled materials and energy-saving refrigeration and light bulbs – the store will offer customers a simple and easy-to-navigate shopping experience.

To celebrate the reopening of the Louisville store, ALDI will host a ribbon-cutting ceremony at 8:45 a.m. on Friday, Aug. 2, to which the public is invited to attend, sample ALDI exclusive brands and tour the new store.

ALDI challenges customers to switch from national brands to its exclusive brands and save up to 50 percent* on more than 1,400 items the store carries. To ensure its exclusive brands meet or exceed the national brands on taste and quality, ALDI conducts rigorous testing on all products. ALDI stands behind this quality with a Double Guarantee: If for any reason a customer is not 100 percent satisfied with a food product, ALDI will gladly replace the product *and* refund the customer's money.

A model of efficiency, ALDI eliminates overhead costs by offering smart practices, such as a cart rental system through which shoppers insert a quarter to release a cart and receive the quarter back upon the cart's return. Other cost-saving practices include a smaller store footprint, open carton displays and encouragement of customers to bring their own shopping bags.

ALDI also saves shoppers money by keeping stores open during prime shopping times. The store will maintain its current operating hours of 9 a.m. to 8 p.m. Monday through Friday, from 9 a.m. to 7 p.m. on Saturday and from 10 a.m. to 6 p.m. on Sunday. ALDI accepts cash, debit and EBT cards.

A grocery retailer that has grown without merger or acquisition, ALDI has more than 1,200 U.S. stores located in 32 states. Over the last several years, ALDI has added approximately 50-80 new stores each year, expanding the ability to bring grocery savings to more people every day.

About ALDI Inc.

A leader in the grocery retailing industry, ALDI operates more than 1,200 US stores in 32 states, primarily from Kansas to the East Coast. More than 25 million customers each month save up to 50 percent on their grocery bills, benefiting from the ALDI simple and streamlined approach to retailing. ALDI sells more than 1,400 of the most frequently purchased grocery and household items, primarily under its exclusive brands, which must meet or exceed the national name brands on taste and quality. ALDI is so confident in the quality of its products, the company offers a Double Guarantee: If for any reason a customer is not 100 percent satisfied with any ALDI food product, ALDI will gladly replace the product and refund the purchase price. For more information about ALDI, visit www.aldi.us.*

**Based upon a price comparison of comparable products sold at leading national retail grocery stores.*

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