For Immediate Release

Contacts: Andrea Latta
(312) 988-2401
Alatta@webershandwick.com

Caitlyn Andre
312-988-2324
Candre@webershandwick.com

Select Assortment Discount Grocer ALDI Opens First Augusta Store January 31, 2013

Grocer Introduces Shoppers to Big Savings and Better Quality

Augusta, Ga. – January 10, 2013 – On Thursday, January 31, 2013, select assortment discount grocer ALDI will offer shoppers a smarter alternative as it opens its first Augusta-area store located at 227 Bobby Jones Expressway. With more than 1,200 stores in 32 states, ALDI is known for high-quality grocery items at unbeatable prices.

"We are pleased to bring our first store to Augusta to help customers get high-quality products at everyday low prices," said Thom Behtz, Jefferson division vice president for ALDI. "We challenge shoppers to switch from national brands to our high-quality exclusive brands and save up to 50 percent* without compromising. As important as price is, the only way to attract and keep shoppers is to have quality products."

To celebrate the new Augusta store, ALDI will host a ribbon-cutting ceremony at 8:45 a.m. on Thursday, Jan. 31, to which the public is invited to attend and sample ALDI exclusive brand products, tour the store and shop for their favorite grocery items. Additionally, guests can enter an on-site sweepstakes for a chance to win Valentine's Day essentials, as well as various other prizes.

Customers can expect to find more than 1,400 of the most frequently purchased items sold under ALDI exclusive brands for prices up to 50 percent less* than traditional supermarkets. 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.

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.

ALDI also saves shoppers money by keeping stores open during prime shopping times. The newest location will be open from 9 a.m. to 8 p.m. Monday through Saturday and from 11 a.m. to 7 p.m. on Sunday. ALDI accepts cash, debit and EBT cards.

The Augusta store features high ceilings, natural lighting and environmentally friendly building materials – such as recycled materials and energy-saving refrigeration and light bulbs – to ensure that customers enjoy a shopping experience that is simple and easy to navigate.

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 20 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.*

###