



A FRESH FACE ON YOUR DOORSTEP

**freshXpress supermarket opens in UK and
gives free milk to every customer**

In an exciting move, a new supermarket chain launches on Saturday (21st July 2007) offering shoppers across the country more choice and value from their weekly shop. freshXpress customers are now able to do their weekly shop where they live, without the hassle of having to visit out of town superstores. Open seven days a week, freshXpress focuses on providing an extensive range of fresh produce, giving local shoppers greater choice on their doorstep.

Furthermore, as a special offer to shoppers, freshXpress is giving away a free pint of milk to every customer, each morning, in its opening week**. This great giveaway will start on Monday 23rd July and run through until Saturday 28th July.

A freshXpress spokesperson commented: “freshXpress brings fresh thinking to the way we shop. Convenient locations at the heart of communities have been chosen by freshXpress to position itself as the friendly face of local retailing. Located primarily in residential areas, stores serve their customers by offering a comprehensive range of fresh and quality branded goods at affordable prices on their doorstep.”

As well as selling a varied range of groceries and fruit and vegetables, a number of stores will be joining forces with retail partners to introduce fresh fish, deli, butcher and bakery counters. Over the coming months, stores will undergo an extensive refurbishment and regeneration programme, providing a modern and fresh shopping experience.

- ends -

19 July 2007

Notes to Editors

**** Whilst stocks last. One per household. No purchase necessary**

- freshXpress is owned and operated by Freshxpress Group Limited.
- freshXpress Group Limited is a private company and as such, no financial information on the company will be made public.
- freshXpress are located in Yorkshire, Cleveland, Merseyside, Cheshire, Gwent, Northamptonshire, Shropshire, Staffordshire, West Midlands, Nottinghamshire, Derbyshire and Tyne and Wear.

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