



FOR IMMEDIATE RELEASE:

New Fresh Rewards Digital Coupons at Lowes Foods

Winston-Salem, NC – January 7, 2011 – Lowes Foods has launched a new coupon program for all of its customers. The new Fresh Rewards Digital Coupon program offers coupons that can be loaded directly to the customer's fresh rewards card. Lowes Foods now also offers print at home coupons on their website for added convenience.

The new Fresh Rewards Digital Coupon program has replaced the company's previous program E-Offers which also loaded coupons directly to the customer's loyalty card. The new program is run by YOU Technology and currently has 33 available offers. In order for customers to receive the coupon, they must be a fresh rewards member and sign up for the service at www.lowesfoods.com/coupons. The customer will then select the offers they would like to use and print out a shopping list of those items. When the customer shops in Lowes Foods and purchases one of the selected items, the discount will automatically be taken off of their order at the register.

The new print at home coupons available on Lowes Foods' website is powered by Coupons.com, the leader in online coupons. Customers simply visit the coupon gallery at www.lowesfoods.com/coupons and select the coupons they want. After installing the printing software customers can then print the offers

they have selected straight from their home computer. There are currently more than 50 offers available.

About Lowes Foods

Founded in 1954, Lowes Foods employs 8500 people and operates 108 stores in North Carolina, South Carolina and Virginia. The company is committed to offering fabulous fresh foods and delivering personal attention to each of its customers. Locally owned and operated, Lowes Foods is also committed to buying local products and supporting local suppliers. They offer programs such as Lowes Foods To Go personal shopping service and an online meal planner that focus on saving people time and money. Information about these programs and other services offered by the company may be found at www.lowesfoods.com or by following Lowes Foods on [Facebook](#) or [Twitter](#).

About YOU Technology

YOU Technology is a digital marketing company that revolutionizes the way brands and retailers impact consumer purchase decisions online, in-store, and on-the-go. Customers such as Kroger, Dr Pepper Snapple Group, and Unilever use the YOU Technology uConnect Digital Marketing Platform and services for digital coupons, interactive promotions, and end-to-end loyalty programs. YOU Technology offers its customers flexible quick-start options and performance-based pricing that make it easy to get started.

About Coupons Incorporated

Coupons.com Incorporated is the recognized leader in digital coupons, including online printable, save to loyalty card and mobile promotions. Clients include hundreds of top consumer packaged goods brands (including Clorox, General Mills, Johnson & Johnson, Kellogg's, Kimberly-Clark, and Kraft Foods), leading restaurant, toy and entertainment companies, as well as top retailers (such as A&P, CVS, Duane Reade, H-E-B, Kmart, Kroger, Lowes Foods, Safeway and Walgreens). Founded in 1998, the company is based in Mountain View, CA. To learn more about the company visit www.couponsinc.com.

###

Contact:

Beth Talley
Lowe's Food Stores, Inc.
(336) 775-3290
beth.talley@lowesfoods.com