

# **SUPERVALU**

## **Named Winner of *Supermarket News* 2007 Champion of Diversity Award**



MINNEAPOLIS – Jan. 22, 2007

SUPERVALU (NYSE:SVU) has been named the 2007 Champion of Diversity by *Supermarket News*, a leading grocery industry trade magazine, for the company's diversity efforts.

The decision to select SUPERVALU as this year's recipient was made by Supermarket News editors and based on industry nominations and consultations. Several factors contributing to the choice include emphasizing diversity at the board of directors level, launching initiatives to increase associate diversity at all levels of the company, and tailoring stores to local demographics.

For consumers, SUPERVALU

- Empowers its local retailing teams to make decisions on product selection, merchandising and marketing that are most relevant to their neighborhoods and customers
- Offers consumers access to a wide assortment of ethnic products from around the globe

For employees, SUPERVALU

- Supports associate-led affinity groups, such as the Black Leadership Network, Hispanic Mentoring Group, PROUD/Insight (GLBT) and the Diversity Advisory Council. These groups help raise awareness of SUPERVALU's diversity through events, recruiting and development activities, and community outreach activities.

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"Few things represent a person's culture and traditions more than food. As a food retailer and wholesaler, understanding diversity is vital to our success and to meeting the needs of our customers and communities."

Jeff Noddle  
SUPERVALU chairman and CEO

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SUPERVALU has previously been recognized for the diversity of its board of directors with the Chicago United Bridge Award.

"We know that driving toward deepening our understanding of diversity every day is vital to continuing to serve our customers – and our associates – better than anyone else can," said Chairman and CEO Jeff Noddle. "This is key to our goal of being the best place to work, shop and invest in the industry."

*SUPERVALU's diversity commitment and initiatives are featured in the Jan. 22, 2007, edition of Supermarket News.*