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FOR IMMEDIATE RELEASE:

Hy-Vee expects University Place store to open in fall

WEST DES MOINES, IA—Plans are progressing for a new neighborhood market that Hy-Vee will operate in Lincoln at 48th and Leighton, the site of the company's store that was recently relocated to 84th and Holdrege.

Decisions surrounding the retrofitting of the new store began in March and it is hoped construction documents will be submitted to the city in the next several weeks. If a building permit is obtained expediently and there are no unexpected delays or obstacles faced during construction, the store should be open sometime in the fall.

"This store represents a new venture for us and we have been careful to dot all the "i's" and cross all the "t's," said Randy Edeker, senior vice president of retail operations at a news conference Friday. "Our goal from the beginning has been to create a store that is intriguing, practical and successful both for the neighborhood and our company."

Lincoln Mayor Chris Beutler thanked Hy-Vee for looking at both short-term and long-term solutions. "Hy-Vee is one of the top 50 private companies in the nation, but it is not too big to still be flexible and creative. The result is a new store concept that will meet the needs of both parties. That's the way we like to get things done in Lincoln—determination, cooperation and partnership."

Although some details are still being finalized, the basic floor plan has been set. The store will be approximately 27,000 square feet and will include milk and other dairy; bread products; packaged and canned goods; produce; and meat, all at affordable prices. The inventory will feature primarily proprietary products, including Hy-Vee, Midwest Country Fare, World Classics, Full Circle (organics) and HealthMarket, all at economical prices.

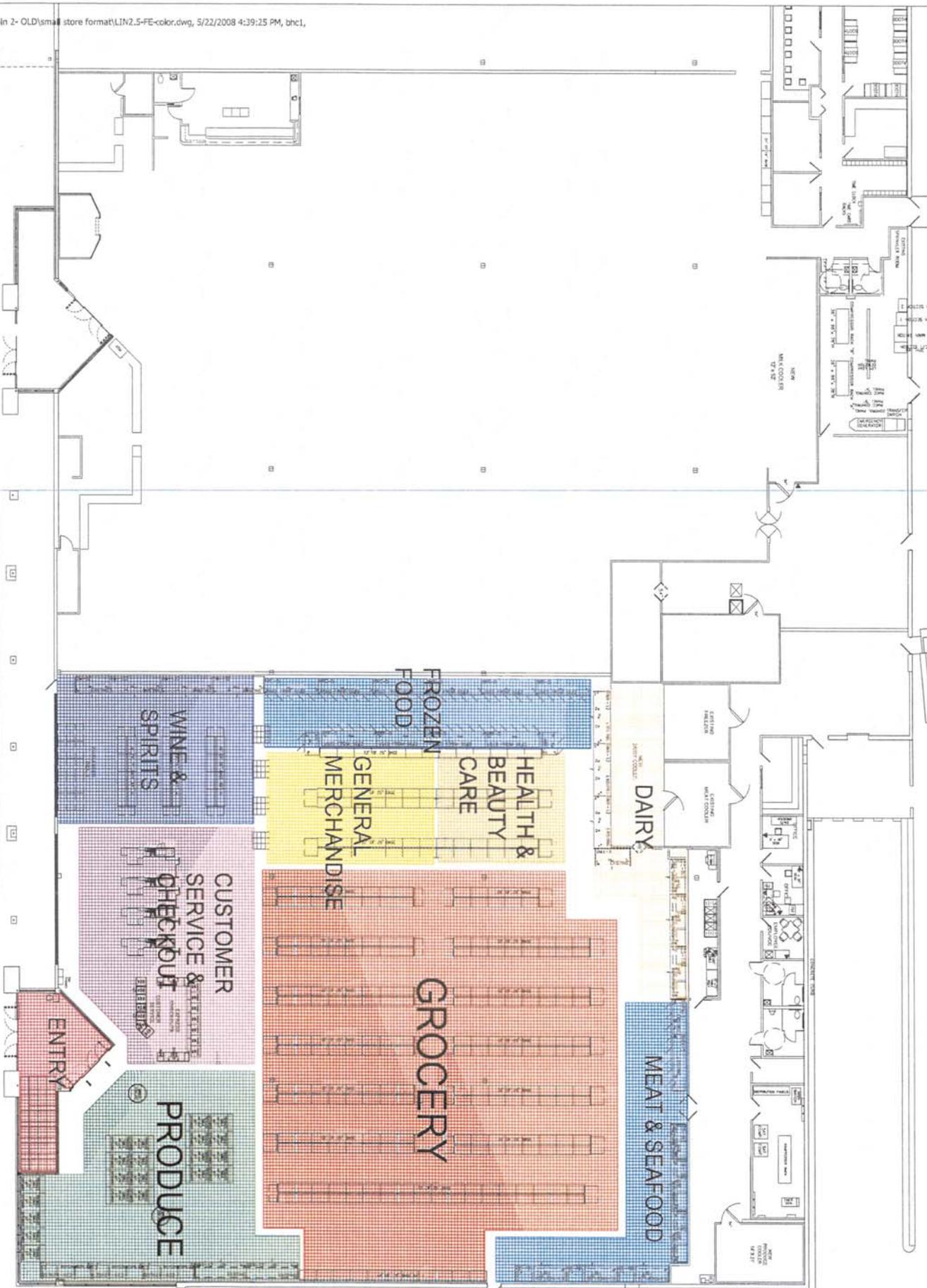
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The company had hoped to reveal the name of the store at the news conference, but the trademark review is not yet complete. "That will be the next exciting chapter of this story, one we hope to share with you soon," said Edeker. He would not reveal the name being considered.

Hours of operation have been tentatively set. The store will be open 8 a.m. to 9 p.m. Monday through Saturday and 10 a.m. to 6 p.m. Sunday. The company expects to hire about 30 to 40 employees.

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Hy-Vee, Inc. is an employee-owned corporation operating 224 retail stores in seven Midwestern states. For 2007 the company recorded total sales of \$5.6 billion, ranking it among the top 30 supermarket chains and the top 50 private companies in the United States.



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FIXTURE & EQUIPMENT PLAN

THE NORTH PLAINFIELD

LOCATION:
LINCOLN CONCEPT STORE



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