



FOR IMMEDIATE RELEASE

LUBE STOP PURCHASES CAN NOW EARN GIANT EAGLE FUELPERKS!

Lube Stop Joins Giant Eagle's GifterGo Online Gift Voucher Program

Berea, Ohio, September 20, 2010 – Lube Stop and Pittsburgh-based Giant Eagle® today announced that Lube Stop has joined the Giant Eagle GifterGo™ downloadable online gift voucher program enabling Lube Stop purchases to earn Giant Eagle fuelperks!® rewards. Lube Stop is the first automotive services company in Northeast Ohio to join the GifterGo program.

Launched in November, Giant Eagle's GifterGo program is an online service that enables customers to purchase downloadable gift vouchers from a variety of local merchants at GiantEagle.com/GifterGo. Once purchased, GifterGo vouchers are instantly activated and earn fuelperks!® rewards on the Giant Eagle Advantage Card®. The vouchers can be used immediately, saved for later use, or emailed with a personalized message as a gift to family and friends.

“As the GifterGo program continues to grow, we are very pleased to add Lube Stop to our roster of quality, regional retailers,” said Giant Eagle Vice President of Gift Card Development, Tina Flowers. “They are a perfect fit that offers more choices and more opportunities to earn fuelperks! rewards to our customers than ever before.”

Giant Eagle's fuelperks! program rewards customers for loyalty in meeting the appropriate purchase requirements earning them a discount on each gallon of gas at GetGo with every \$50 spent with the Giant Eagle Advantage Card inside Giant Eagle supermarkets, GetGo locations and online. The Giant Eagle Advantage Card automatically tracks customers' fuelperks! savings so a customer can redeem points by simply scanning a Giant Eagle Advantage Card at the GetGo pump.

“This partnership combines two of the most trusted brands in Northeast Ohio to offer customers exceptional value and convenience,” said Tom Morley, president of Lube Stop. “Customers can now buy important preventative maintenance services and products at Lube Stop and earn Giant Eagle fuelperks! at the same time. “This partnership actually lowers the cost of vehicle ownership for our customers by helping them prevent costly automotive repairs while earning reward points towards discounted gasoline.”



Lube Stop successfully launched a traditional, plastic gift card program in November 2009. A majority of those cards were redeemed by mid-January 2010, demonstrating a strong demand for a gift card program. With the launch of online GifterGo vouchers, Lube Stop hopes to migrate a significant percentage of those customers to the GifterGo program, which will provide more value and reduce the use of plastic cards.

About Giant Eagle

Giant Eagle Inc., ranked 40 on *Forbes* magazine's largest private corporations list and recipient of *Grocery Headquarters'* 2007 Retailer of the Year Award and the EPA's ENERGY STAR Retail Partner of the Year Award, is one of the nation's largest food retailers and food distributors with approximately \$8.6 billion in annual sales. Founded in 1931, Giant Eagle, Inc. has grown to be the number one supermarket retailer in the region with 168 corporate and 58 independently owned and operated supermarkets in addition to 157 fuel and convenience stores throughout western Pennsylvania, Ohio, north central West Virginia and Maryland.

About The Lube Stop, Inc.

Lube Stop helped revolutionize the oil change concept in 1985. Today, Lube Stop is Ohio's largest independent quick oil change company, operating 37 stores in Cleveland, Akron, and Canton, and services more than 25,000 customers a month. Lube Stop is now spearheading the adoption of sustainable business practices within the industry and is the first quick oil change company to establish a formal sustainability program and to offer a re-refined oil change service which it trademarked as EcoGuard®. Visit LubeStop.com to learn more.

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Contact: Tom Morley
The Lube Stop, Inc.
440.891.2378 x163
tmorley@lubestop.com

Dick Roberts
Roberts Communications
412.535.5000
droberts@rob-com.com