



FAIRWAY MARKET PARTNERS WITH THE USO OF METROPOLITAN NEW YORK TO BRING "TASTE OF NEW YORK" TO SOLDIERS IN IRAQ AND AFGHANISTAN

100 PERCENT OF PROFITS FROM GIFT BOXES TO GO TO USO OF METROPOLITAN NEW YORK

(NEW YORK, NY) June, 2007 – Chocolate bobka, Hebrew National salami, Fairway sweet peppers, Fox's Ubet syrup, Delancey Street bakery cookies, and many other delicious "comfort" foods from home are sure to brighten the spirits of the local men and women fighting overseas. That's why Fairway Market is teaming with the USO of Metropolitan New York to enable customers to bring a "Taste of New York" to soldiers from the metropolitan area while also aiding the soldiers' families here at home.

Customers can purchase one of six specialty gift boxes filled with notable "New York" foodstuffs and sundries via the Fairway website (www.fairwaymarket.com). The boxes, which will be shipped by the USO of Metropolitan New York ("USO"), range in price from \$20 to \$69. Fairway will donate 100 percent of all profits to the USO, which will direct these proceeds to provide services to service members and their dependants.

"There's nothing like familiar and fabulous foods from your hometown to bring some joy to these very deserving and heroic individuals," said Howie Glickberg, owner of Fairway. "We know these packages mean so much to our local soldiers so far away since their families have shared some of their thank you notes filled with emotion and gratitude."

The USO is a private, nonprofit organization whose mission is to provide morale, personal welfare and recreation services to our men and women in uniform. The original intent of Congress — and enduring style of USO delivery — is to represent the American people by extending a touch of home to the military. Fairway and the USO will formally introduce the boxes at a military appreciation luncheon starting at noon on June 13th at Fairway Market in Red Hook.

"To say that our soldiers appreciate reminders of home is an understatement," said Brian Whiting, Executive Director of the USO of Metropolitan New York. "Fairway's customized food packages having always elicited such incredible responses that the USO is thrilled to establish a more formal partnership that will benefit our members of our Armed Forces and their families."

All four Fairway Markets – Upper Westside, Harlem, Brooklyn, and Plainview, LI – will feature in-store displays so that customers will be able to see the boxes before purchasing via the website. In addition, the display will also have a donation bin for customers who may wish to make contributions to the families of the members of the military.

The six "Taste of New York" boxes are:

"BISSLE OF NY" ON THE GO

Fairway's own rye bread, Hebrew National salami & mustard, Chocolate babke, Fairway Black & White cookies, 1lb. Fairway's fresh roasted coffee, Fox Ubert syrup, Canada Dry Seltzer, Mallomars & rugalach.

Price: \$69

MULBERRY STREET ON THE GO

Genoa Salami, Reggino Parmigiana cheese, sweet Italian peppers, Italian bread, Hellman's mayo, pistachio nuts, Pirlaine cookies, Lazaronni cookies and Fairway Coffee.

Price: \$69



NEWS RELEASE



BISSLE OF NY w/SUNDRIES

Hebrew National Salami & Mustard, Rye Bread, Ubet Syrup, Seltzer, Black & White Cookies, Mallomars, Wet Ones Wipes, Shampoo, Soap, Tooth Brush, Tooth Paste, Razors, Chapstick, Crystal Light, gum and candy.

Price: \$60

MULBERRY STREET w/SUNDRIES

Genoa Salami, Italian Bread, Pistachio Nuts, Sweet Peppers, Mayo, Whippets, Seltzer, Wet Ones Wipes, Shampoo, Soaps, Tooth Brush, Tooth Paste, Razors, Chapstick, Crystal Light, gum and candy.

Price: \$60

SUNDRIES AND SWEET

Shampoo, Soap, Tooth Brush, Tooth Paste, Razors, Wet Ones Wipes, Sunblock, Hard Candy, Cool-aid, Microwave Popcorn, Crystal Light, Instant Coffee, Visine, gum, Chapstick.

Price: \$36

CARE PACKAGE

Tooth Brush, Tooth paste, Soap, Razors, Chapstick, Wet Ones Wipes, Instant Coffee, Crystal Light Packs on the go, candy and gum.

Price: \$20

To place and order, please visit www.fairwaymarket.com and look for displays in any of the four Fairway markets (Brooklyn, Upper Westside and Harlem in Manhattan and Plainview, Long Island). For additional information, please call 1.866.GIFTNOW or 631.367.3010.

About Sterling Investment Partners

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