



NEWS RELEASE

Fairway Market Feeds SpinOdyssey 2010!

New York City Iconic Gourmet Supermarket – Opening in Stamford this Fall – Is the Exclusive Grocer and Breakfast Sponsor for Major Fundraiser for Breast Cancer Research

(Norwalk, Ct) February 23, 2010 — Participants in the 11th Annual SpinOdyssey (Intensity Club, 490 Westport Avenue, Norwalk) may get tired during the March 7th six hour indoor cycling and fitness fundraiser, but they won't go hungry! Fairway Market, which will be opening a new store in Stamford later this year, will be providing fresh food and organic produce starting at 7:30 am with breakfast, then lunch at noon and sliced bananas, cut-up oranges and apples passed out to riders throughout the day.

As an event food sponsor, Fairway will have muffins, yogurt, bagels, smoothies, wraps, salads, water, sandwiches and lots of fresh fruit available to the 500 riders and 125 event volunteers at Intensity. In addition, the top ten fundraisers will receive a large Fairway gift basket filled with the finest of food products.

"We are so proud to be a food sponsor for SpinOdyssey 2010," said Amy Weisman, VP of Sterling Investment Partners in Westport, which is an equity partner of Fairway Market. We look forward to getting involved in worthy events such as this and being more than just a business in the community when we open in Stamford in the fall."

Fairway Market - one of New York City's most lauded and beloved food emporiums for more than 75 years, will open its sixth store - the first in Connecticut – in the Post Road Plaza Shopping Center in Stamford sometime this fall. In an effort to get involved in community organizations and charitable endeavours, something Fairway always does when the company opens a new store, SpinOdyssey was a no-brainer according to Weisman.

"What Patty Kondub, the 2010 Chairperson of SpinOdyssey and her team have created is simply inspirational," said Weisman. "They have raised more than \$2 million for breast cancer research since the first ride in 2000 and now have the longest running and biggest Spinning fundraiser in the country which is all volunteer run and for which 100 percent of the pledges are donated to the American Cancer Society."

Hourly Zumba, Tennis and Yoga workouts have been added this year so that more people can take part and raise money. For more information go to www.spinodyssey.org and www.fairwaymarket.com.

