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For Immediate Release

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Super J IGA Supports Diabetes Month

\$10,000 for Diabetic Walk 2009 and 15% discount on Diabetic Medications

Super J IGA supermarkets is again joining forces with the St. Lucia Diabetic and Hypertensive Association (SLDHA) to bring attention to the seriousness of diabetes, which is one of the more serious health concerns on the island. For the third consecutive year Super J will be the main sponsor of the Diabetic Walk themed “*Unite Against Diabetes*”. The company has pledged \$10,000 to the SLDHA, which will cover the expenses associated with the November 29 walk from Mega J to Pigeon Island.

Hundreds of Saint Lucians are expected to turn out to be part of the activity, which combines education about the disease with fun walking and prizes. In addition to its financial commitment for the walk, Super J’s support includes media promotion of the event and facilitating registration at all eight supermarkets island wide.

As a further show of corporate support for the work of the SLDHA, all Super J pharmacies will be offering a 15% discount on diabetic medications purchased from November 23 - 30. This is part of an ongoing effort to shine the spotlight on Diabetes throughout the year. Earlier this year Super J pharmacies hosted diabetic and cholesterol screening at all of its pharmacies across the country and distributed information to customers on the importance of preventing and managing diabetes.

As part of its health and wellness focus Super J continues to offer a wide selection of healthy choices at all its supermarkets, as well as special offers and tastings of these products. Next year all Super J IGA stores will run campaigns and promotions aimed at addressing various health and wellness issues in Saint Lucia, including the risks associated with diabetes and hypertension.

Diabetes Awareness Month is observed from November 1 - 30 every year. This year’s theme is “Understand Diabetes and Take Control. Diabetes is Difficult”. The activities of the St. Lucia Diabetic and Hypertensive Association (SLDHA) this year are therefore focused on three key messages, knowing the diabetes risks and warning signs, knowing how to respond to diabetes, who to turn to and how to manage diabetes and take control.