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### **One Million Super J Loyalty Points Up for Grabs**

Ever wonder what it would be like to go shopping, with the comfort of having one million points on your Super J Loyalty card? Well that's \$10,000 which can be redeemed for groceries right at the cashier at your convenience. And that's what the Super J 2009 Christmas promotion means for four lucky customers this year. Through the "*The Merry Million*" promotion, Super J and its franchises, Eroline's Foods and Ultramart Inc are spreading the spirit of the holidays to customers and giving back to them with wishes that go beyond their dreams.



"It's especially important that Super J continues to be a place where families can, not only find the best prices, products and service, but also celebrate the holidays with a chance to win the Merry Million," explains Marketing Manager Sancha Raggie James.

As a build-up to the big merry million prize, each Super J IGA store and the franchises hold weekly draws, through which customers get to win a variety of small prizes including hampers, vouchers and credit from LIME. Shoppers like Camille Paul who won a hamper filled with Hunts products is very excited about her win.

"It's a nice gift, coming long before Christmas, and the best part of it is the fact that my entry form goes back into the mix, for the big million points prize, which I hope I win. I've always loved shopping at Super J because you're guaranteed a promotion for every occasion" said Paul.

Participation in the 2009 Super J, Eroline Foods and Ultra Mart Christmas promotion is easy. Every one hundred (\$100) dollars spent qualifies shoppers to be part of the weekly draws and Merry Million which will be drawn in January 2010.