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***Shaw's Supermarkets Selects GriffinConnect<sup>®</sup>  
as Web & Email Marketing Partner***

**Duxbury, MA - June 3, 2008 - GriffinConnect<sup>®</sup>**, Shaw's Supermarkets has selected GriffinConnect<sup>®</sup>, a division of Griffin Publishing Company, Inc., to design and implement the company's innovative "Get Inspired" program. Get Inspired is a fully integrated media and web campaign that is designed to draw shoppers to stores with internet-only coupons, email deployments and web content that includes exclusive recipes and video clips through a partnership with America's Test Kitchen.

GriffinConnect<sup>®</sup> ([www.griffinconnect.com](http://www.griffinconnect.com)), a division of Griffin Publishing Company, Inc. ([www.griffinpublishing.net](http://www.griffinpublishing.net)), designed Shaw's Get Inspired website ([www.getinspired.shaws.com](http://www.getinspired.shaws.com)) and developed the email marketing program which communicates weekly with Shaw's customers.

Griffin manages the integration of web and email marketing, and the ongoing customer acquisition strategy, including Shaw's rapidly growing database of subscribers.

Jon Arnold, director of brand marketing for Shaw's, said, "Customer response has been very strong, lured by compelling web content and special coupon savings." Arnold added that "GriffinConnect<sup>®</sup> has been an important and responsive partner in creating a website that resonates with customers."

Kevin Griffin, president of Griffin Publishing, stated that "We're excited to partner with Shaw's to develop a new, innovative standard for marketing in the retail food industry and we're pleased to contribute our expertise in this very exciting initiative."

***About Shaw's Supermarkets***

Shaw's, Osco and Star Market are a division of SUPERVALU INC. Throughout the six New England states, there are more than 200 store locations employing approximately 28,000 associates. SUPERVALU INC. is one of the largest companies in the United States grocery channel with estimated annual sales of approximately \$44 billion. SUPERVALU holds leading market share positions across the U.S. with its approximately 2,450 retail grocery locations. Through SUPERVALU's nationwide supply chain network, the company provides distribution and related logistics support services to more than 5,000 grocery endpoints across the country. SUPERVALU currently has approximately 190,000 employees. For more information about Shaw's visit [www.shaws.com](http://www.shaws.com) or about SUPERVALU visit [www.supervalu.com](http://www.supervalu.com).

***About GriffinConnect<sup>®</sup>***

GriffinConnect<sup>®</sup> provides a suite of web-based services for the food and retail industries, including web design, customer acquisition strategies, and best of breed email marketing services.

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