



A&P Forms New Partnership with the Peconic Land Trust to Help Reduce Waste and Further Local Conservation Efforts

Partnership Will Support Village of Southampton's New Law Banning the Use of Plastic Bags in Area Retail Stores

Waldbaum's Southampton Store Offers Convenient and Environmentally Friendly Bagging Options for Customers

Long Island, N.Y. – November 3, 2011 – Today the Great Atlantic & Pacific Tea Company, Inc. (A&P) announced a new partnership with the Peconic Land Trust, a non-profit organization focused on conserving Long Island's working farms and natural lands. The net proceeds of each paper bag purchased at the Southampton Waldbaum's, one of A&P's banner stores, will be donated to the Peconic Land Trust to further their conservation work on Long Island.

This partnership was established ahead of the Village of Southampton's new law banning the use of non-biodegradable bags in area retail stores, which will take effect on November 6, 2011. As of this date, Waldbaum's will discontinue the use of plastic bags to comply with this law and will instead offer shoppers a variety of convenient and environmentally friendly bagging options:

- 100 percent recycled paper shopping bags for a 5 cents per bag; or
- Reusable shopping bags made from 100 percent post-consumer recycled material for 99 cents each.

In addition, customers will receive a five-cent rebate for every paper or reusable bag they bring into the store to pack their groceries.

"Waldbaum's is committed to being Southampton's neighborhood store and has been on the forefront of reusable bag usage for the past several years," said Sam Martin, A&P's President and CEO. "Since our neighborhood stores carry a wide selection of locally grown produce, we're committed to furthering the conservation of this area. We chose to partner with this non-for-profit organization because it benefits the people and communities that we serve on Long Island."

The Southampton Waldbaum's will also begin carrying the Peconic Land Trusts' branded merchandise, which includes cloth shopping bags and baseball caps. All revenue from the sale of these items will be distributed to the Trust.

John v.H. Halsey, President of the Peconic Land Trust, expressed his excitement about the partnership: "We're delighted to partner with A&P, and we're grateful for the generous donation they're making to help us further our mission. We're also looking forward to selling our merchandise in the Southampton Waldbaum's store to help raise

awareness of the Trust's work and attract additional financial support from the store's local customers."

The Peconic Land Trust's merchandise, as well as Waldbaum's convenient bagging options, will be available to customers beginning on November 6.

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About A&P

Founded in 1859, A&P is one of the nation's first supermarket chains. The Company operates 336 stores in seven states and the District of Columbia under the following names: A&P, Waldbaum's, Pathmark, Best Cellars, The Food Emporium, Superfresh and Food Basics.

About the Peconic Land Trust

The Peconic Land Trust was established in 1983 to conserve Long Island's working farms and natural lands. Since its inception, the nonprofit Trust has worked conscientiously with landowners, communities, municipalities, and partner organizations to conserve over 10,000 acres of land on Long Island. The Trust's professional staff carries out the necessary research and planning to identify and implement alternatives to outright development. While working to conserve the productive farms, watersheds, woodlands, and beachfront of Long Island, the Trust is also protecting the unique rural heritage and natural resources of the region. The Trust has Stewardship Centers in Cutchogue, Bridgehampton, East Hampton, and Amagansett and its Main Office is in Southampton. For more information, visit <http://www.peconiclandtrust.org>.

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