

# "&" Marks the Spot in Smart & Final's New Company Rebrand

COMMERCE, Calif., May 20, 2015 /PRNewswire/ -- Smart & Final today announced the launch of its new branding campaign which will place the ampersand ("&") - already in the 144-year old company's name - front and center to showcase the company's relationship with both its customers and the communities it serves. The roll out will include print, radio, television and outdoor advertising in select markets and digital outreach now through July 3<sup>rd</sup>. The new campaign aims to tell the story of what the value-oriented food and staples retailer has become through its growth initiatives and will highlight the company's heritage.

Founded by J.S. Smart and H.D. Final, Smart & Final has delivered quality products with exceptional value and shopping convenience to customers for over 140 years. The thought behind the new campaign is Smart & Final's increasing presence and aggressive store growth plan.

The "&" in the company's name symbolizes the powerful pairings that give Smart & Final its identity which include: Warehouse & Market; Business & Households; Restaurant Quality & Low Prices among others.

"Smart & Final has a rich history and commitment of inclusion. The ampersand signifies many different components of our company including the partnership between our founders Mr. Smart & Mr. Final, treating our customers like friends & neighbors and serving as a warehouse & market," said Smart & Final Chief Marketing Officer, Eleanor Hong. "We are rebranding to ensure customers know who we are, what we offer and what we stand for so that they can choose Smart & Final as their primary shopping destination."

Smart & Final appeals to both businesses and households with its variety of offerings and different sizes. Smart & Final has evolved to meet the ever changing needs of its customers and this branding better represents those changes, including the addition of natural produce selection and expansion of organic products with the Sun Harvest product line. The company is committed to offering value and convenience through a one-stop shopping experience and plans to continue offering both warehouse and market products at low prices.

"Our successes are marked by connections," added Hong. "Households rely on us for the finest meats and freshest produce for their families while local restaurant owners depend on us for the right products, prices and sizes. They will find all of these offerings and more at Smart & Final stores located in the communities we build together."

For the remainder of 2015, Smart & Final is scheduled to open 16 additional Smart & Final *Extra!* stores including three store conversions.

## **About Smart & Final**

Smart & Final Stores, Inc. (NYSE: SFS), is a value-oriented food and everyday staples retailer that serves household and business customers. The Company is headquartered in Commerce (located in Los Angeles), CA, where it was founded over 140 years ago. As of December 28, 2014, the Company operated 254 grocery and foodservice stores under the "Smart & Final", "Smart & Final *Extra!*" and "Cash & Carry Smart Foodservice" banners in California, Oregon, Washington, Arizona, Nevada, and Idaho, with an additional 14 stores in northern Mexico operated through a joint venture.

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