

# Smart & Final Launches Private Label Charitable Giving Campaign

COMMERCE, Calif., Feb. 17, 2016 /PRNewswire/ -- Today, Smart & Final, the value-oriented food and everyday staples retailer, announced the launch of its new giving campaign, **First Street First Percent**, which donates the first one percent of net profits from the sale of its First Street® private label brand products at its US-based Smart & Final banner stores in California, Nevada and Arizona to the Smart & Final Charitable Foundation™ to support local nonprofits.

"Smart & Final has a long history of giving back to the communities we serve. With our new **First Street First Percent** program, we are taking our community commitment to the next level," said Smart & Final CEO Dave Hirz.

First Street, Smart & Final's flagship private label brand, features more than 2,000 quality products and represents over 23 percent of Smart & Final's total sales. Customers can find First Street® products across most categories throughout the store, from grocery, frozen and dairy to packaging and cleaning products.

Starting today, Smart & Final customers will see signage throughout the store that provides information about the **First Street First Percent** program and showcases how their purchase of First Street products can benefit local communities.

"Now when customers buy First Street products, our premier private label brand, they will be giving back to local communities through our Smart & Final Charitable Foundation," Hirz said.

Through the Smart & Final Charitable Foundation, funds generated will support local nonprofits, e.g., food pantries, Little Leagues, Boys & Girls Clubs, the American Heart Association, Special Olympics, Olive Crest, local schools and many more.

"Buying First Street products will mean better playgrounds, more music in schools, more new uniforms and more meals for friends and neighbors in need," he said.

Throughout the years, the Smart & Final Charitable Foundation has donated millions of dollars to causes and organizations focused on four key areas - health and wellness, education, hunger relief, and team sports and youth development.

For more information about **First Street First Percent**, visit [www.smartandfinal.com/firstpercent](http://www.smartandfinal.com/firstpercent).

## 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 145 years ago. As of January 3, 2016, the Company operated 276 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 15 stores in northern Mexico operated through a joint venture.

Smart & Final Charitable Foundation, located at 600 Citadel Drive Commerce CA 90040, is a nonprofit charitable organization that donates to local charities and other non-profit organizations. No part of the purchase price for the First Street First Percent program may be deducted as a charitable contribution.

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