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**Bashas' Expands its Relationship with Intesource
to Help Reduce Costs & Generate Bottom-Line Efficiencies**

PHOENIX – November 4, 2010 –Bashas' Family of Stores has expanded its relationship with Intesource, an Arizona-based firm dedicated to helping companies develop best practices in procurement and sourcing. With a renewed focus on operating a lean company, Bashas' continues to look for ways to help reduce costs and generate bottom-line efficiencies.

Bashas' and Intesource first joined forces in 2000, when Intesource helped Bashas' realize more than 20 percent savings in grocery procurement. "After 10-plus years of identifying and creating savings for Bashas', we're proud to expand the scope of our services to additional areas throughout the company," said Intesource Vice President of Sales Len Kaplan.

Bashas' now plans to expand its use of Intesource's e-sourcing tools to help reduce the cost of goods and services.

In addition to Bashas', Intesource works with dozens of major grocery operators nationwide including Meijer, Wegmans and Schnuck Markets. On average, these grocers save an average of 18 percent on goods and services, including supplies, general merchandise, floor care and construction.

About Intesource, Inc.

Based in Phoenix, Intesource, Inc. is a global provider of savings solutions using strategic sourcing and vendor and contract management. Serving market leaders in multiple industries, Intesource delivers superior technology that integrates with a company's existing framework. Intesource's technology is customizable and user-friendly, allowing its clients to achieve enhanced productivity, cost reduction, and bottom-line efficiencies. For more information, visit www.intesource.com.

About Bashas' Family of Stores

Bashas' Family of Stores – the family-owned grocer that operates Food City, AJ's Fine Foods, Sportsman's Wine & Spirits, Eddie's Country Store, and both Bashas' and Bashas' Diné supermarkets – is an Arizona-based company founded by brothers Ike and Eddie Basha, Sr. With more than 8,000 members and 132 grocery stores, it is one of the largest employers in the state and one of the Best Places to Work in Arizona. Since the company's inception in 1932, Bashas' has given back more than \$100 million to the communities it serves. For more information, visit www.bashas.com.