

NEWS RELEASE



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TOPS FRIENDLY MARKETS UNVEILED AS OFFICIAL MAIN LILAC FESTIVAL STAGE SPONSOR

WILLIAMSVILLE, N.Y. –Tops Friendly Markets, a leading full-service grocery retailer in upstate New York and northern Pennsylvania, announced today that the company has been named the official sponsor of the *Tops Friendly Market Lilac Stage* for the 2011 Lilac Festival.

Tops Markets operates 22 stores in the greater Rochester area and has a long history of community support within the region.

“We are thrilled to sponsor the Lilac Stage for the 2011 festival,” said Kathleen Graim, Tops community relations specialist in the Rochester region. “The Rochester community is very important to us and we’re always looking for ways we can give back.”

Representatives from Tops Markets helped announce the national performing acts that will appear on the Tops Friendly Markets Lilac Stage from May 13 through May 22.

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About Tops Friendly Markets

Tops Friendly Markets, LLC, is headquartered in Williamsville, NY and operates 134 full-service supermarkets – 129 company-owned and five franchise locations. With more than 14,000 associates, Tops is a leading full-service grocery retailer in upstate New York and northern Pennsylvania. For more information about Tops Markets, visit the company's website at www.topsmarkets.com.