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BROWN & COLE LAUNCHES S&H GREENPOINTS

BELLINGHAM, WASH. June 10, 2003 – Brown & Cole Stores, a progressive 34-store chain based here, today announced the launch of “More Choices” Rewards Program. Teaming up with S&H greenpoints rewards program, the digital reinvention of Green Stamps, shoppers at the company’s participating Food Pavilion, Cost Cutter, Market Place, Everson Red Apple, Okanogan Food Depot, Thrifty Foods, Woodland Save-On-Food\$ and Oak Harbor Ennens locations in Washington are now able to earn rewards for buying groceries as part of the fastest-growing rewards programs in the country.

“We believe in offering our customers more choices,” Craig Cole, President/CEO of Brown & Cole, said. “We have been surveying customers through focus groups and questionnaires, asking them what they’d like to see us offer in the way of rewards.”

Cole said the most compelling aspect of the new program is the strong emphasis on customer privacy. “We’re serious about customers’ privacy, because their shopping information is no one else’s business. We will only obtain information provided voluntarily to us,” he explained.

Under the greenpoints program, customers will earn 10 greenpoints for each dollar spent, and can see their current balance printed on their receipt. Shoppers can redeem their greenpoints on promoted items in the store, or by selecting from hundreds of rewards featured in a special print catalog and online. The rewards range from movie tickets and household appliances to DVD players and travel. Rewards catalogs will be distributed free of charge at Brown & Cole stores, or shoppers can use the online catalog at www.greenpoints.com.

“Brown & Cole is clearly one of the most highly regarded and innovative retailers on the West Coast, so naturally we’re very pleased to be partnering with them. S&H greenpoints represents yet another way Brown & Cole delivers value to their customers,” said Ray O’Brien, Senior Vice President and Chief Customer Officer of S&H greenpoints.

“We fully expect to keep expanding the program throughout the country in the next few years, bringing our innovative rewards solutions to hundreds more retail locations and millions more customers.”

In addition to Brown & Cole Stores, the S&H greenpoints program is currently offered to the customers of SHOP ‘n SAVE, Lowes Foods, Foodtown, Carter’s Food Centers, Tidyman’s and County Market. These retailers, operating about 300 stores, are experiencing significant sales volume increases as a result of S&H’s total reward marketing solution.

S&H greenpoints offers Brown & Cole customers a way to earn rewards on their everyday purchases. Shoppers can also earn bonus greenpoints on selected items throughout the store. Additionally, greenpoints can be earned through the S&H shopping portal at greenpoints.com, which features more than 100 premiere merchants, including Eddie Bauer, the Disney Store, and the Sharper Image. Other partners include Hertz and EarthLink. There is also an S&H greenpoints Visa card that members can use to earn greenpoints anywhere Visa is accepted.

About Brown & Cole Stores

Brown & Cole has 34 stores in Washington and Montana. Participating stores include Cost Cutters in Bellingham, Blaine, Ferndale, Lynden and Everett; Thrifty Food Pavilion stores in Mount Vernon, Burlington, Bellingham, Lynden, Arlington, Smokey Point, Sedro Woolley, Stanwood, Anacortes, Wenatchee and Moses Lake, Ennen’s Foods in Oak Harbor, Save-On-Food\$ in Woodland, Everson Red Apple, Okanogan Food Depot and Sedro Woolley Market Place. Brown & Cole, founded in 1909, is the state’s oldest retail food company. Additional information is available at www.browncandcole.com.

About S&H greenpoints

S&H greenpoints, one of the country’s leading retail loyalty solutions providers, is the digital reinvention of S&H Green Stamps. The Sperry & Hutchinson Company, Inc., which markets the S&H greenpoints program, has been in the rewards business for more than 100 years. All S&H programs operate on state-of-the-art proprietary technology. S&H, greenpoints and Green Stamps are registered service marks of The Sperry & Hutchinson Company, Inc. Additional information is available at www.greenpoints.com.

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