



PRESS RELEASE

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H-E-B AND THE CITY OF DRIPPING SPRINGS ANNOUNCE ARRIVAL OF CITY'S FIRST MAJOR MADE-TO-ORDER GROCERY STORE

Residents will soon find more of what they're looking for in town in Dripping Springs

AUSTIN – After many years of collaboration and careful planning, H-E-B and the City of Dripping Springs today announced that the groundbreaking for the city's first major made-to-order grocery store will take place in late fall 2009, with the grand opening in 2010. The new store, conveniently located at the southeast corner of the Highway 290 and Rob Shelton Boulevard intersection, will feature both H-E-B and Central Market products requested by residents of Dripping Springs and the surrounding towns. This H-E-B will create a local destination for unsurpassed freshness, quality, variety and service while keeping H-E-B's pledge to offer everyday low prices.

“H-E-B's new Dripping Springs store incorporates years of research and planning, but most importantly community input and insight. Our future customers helped us create an ideal destination grocery store. After years of hard work, we are thrilled to see our vision on paper become a reality for the community,” said Jeff Thomas, senior vice president and general manager, H-E-B Central Texas Region.

With more than 68,000 square feet inside the store, H-E-B will offer the largest meat market in the area, offering USDA prime, organic and natural meats; one of the largest seafood departments in the area with fresh fish deliveries and a wide selection of wild and local catches; a full-service sushi bar made in-store daily; fresh fruits, vegetables and expanded organic offerings with thousands of Organic and Natural products; a full-service bakery, complete with a wide selection of organic and artisan breads baked fresh daily; and an expanded cheese selection filled with specialty and imported cheeses. The new store will also see an increased offering of Central Market products to meet the special requests made by future customers.

Non-food highlights include the addition of more than 9,100 square feet of leasable retail space, a pharmacy with a convenient two-lane drive thru; a gas station including diesel, which was added by special request for future customers; a car wash; a full line of cosmetics; and a floral department featuring quality fresh flowers and plants.

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Convenience and service will supplement the new store with a large assortment of Central Market products and H-E-B brand products. All components will work together to create an exciting, sensory and engaging shopping experience unique to the H-E-B in Dripping Springs.

The new H-E-B store is part of a development project along with Barshop & Oles Company and Home Depot. Home Depot, Chase Bank, and Broadway Bank are open, with two remaining sites available.

The new store will be staffed with approximately 300 knowledgeable Partners (employees) that make the shopping experience an outstanding one for customers. Produce experts will provide fresh samples of fruits and vegetables to educate and delight shoppers, while seafood experts, master bakers, artisan cake decorators and certified, trained meat experts will be on-hand to teach customers.

“We’re thrilled that H-E-B will become a vital part of Dripping Springs and can’t wait to celebrate the grand opening next year,” said Dripping Springs Mayor Todd Purcell.

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About H-E-B

H-E-B was founded in Kerrville, Texas in 1905 with a single grocery store. For more than 100 years, H-E-B has been an innovative retailer known for low prices, fresh food, quality products and convenient services. The company has grown to more than 300 stores in Texas and Northern Mexico with more than 70,000 employees. It conducts a wide range of efforts geared toward helping the community and the environment. H-E-B is one of the largest food chains in the United States, with annual sales more than \$15 billion, and is the largest privately held company in Texas.

