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CAROLE BITTER RECEIVES 2003 WGA WOMAN OF THE YEAR AWARD

***President and CEO of Friedman's Supermarkets recognized for
long service to grocery industry***

Arlington, Va. (Feb. 13, 2003) – Carole Bitter, the President and CEO of Friedman's Supermarkets (Butler, Pa.) was named The Women Grocers of America (W.G.A.) 2003 Woman of the Year at the National Grocers Association (N.G.A.) annual convention and Supermarket Synergy Showcase (S3) in Las Vegas earlier this month. Linda Barlow, WGA's 2002 president, presented the award to Bitter.

Bitter was honored for her long service to the supermarket industry, a career that began as a management trainee at the Stop & Shop Companies in Boston where she advanced to become the first woman and the youngest manager at the chain. She is currently serving her second term on the N.G.A. Board of Directors and is the Board's Secretary/Treasurer. She has been President and CEO of Friedman's, a family-owned 103-year-old company, since 1976.

Bitter was chosen one of Pennsylvania's Best 50 Women in Business in 1998 by the Business Journals of Pennsylvania Department of Community and Economic Development. Also in 1998, Bitter was voted one of the Food People's "Food People of the Year" and received the Cornell University Alumnae of the Year award. In 1999, Bitter was named Retailer of the Year by the Pittsburgh Association of Manufacturer's Representatives. In 2000, she was presented the True Citizen award by the city of Butler for the many county charities and her company have participated in and supported over the years.

"I have known Carole for many years and can attest to the fact that she has committed herself to helping improve the grocery industry. She is an outstanding independent retailer and an extremely deserving recipient of this award," says Thomas K. Zaucha, President and CEO of N.G.A. "As a member of N.G.A.'s executive committee, she provides great leadership and helps set an example for all community-based retailers and wholesalers."

N.G.A. is the national trade association representing the retail and wholesale grocers that comprise the independent sector of the food distribution industry. An independent retailer is a privately owned or controlled food retail company operating in a variety of formats. Some are publicly traded but with controlling shares held by the family and others are employee owned. Most independent operators are serviced by wholesale distributors, while others may be partially or fully self-distributing. Independents are the true "entrepreneurs" of the grocery industry and dedicated to their customers, associates, and communities. N.G.A. members include retail and wholesale grocers and their state associations, as well as manufacturers and service suppliers.