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# News Release

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Contact: Frank DiPasquale  
National Grocers Association  
Senior Vice President  
(703) 516-0700

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## **Phil Lempert to Present Consumer Technology Update at N.G.A. Convention**

Phil Lempert, the *NBC Today Show's* Supermarket Guru, will present a new assessment of the latest in-store technology during a keynote program at the N.G.A. convention February 8-11 in Las Vegas.

In the program, supplemented by video presentations, Lempert will discuss the latest in-store technology and present survey results of consumer-acceptance of that technology. His far-reaching N.G.A. program will include in-store consumer interviews he will conduct with Frank D. Pasquale, video from supermarkets highlighting usage of the latest retail technology, as well as store tours, and interviews with store management, employees and consumers.

Additionally, Lempert will be conducting a live simulated TV show on the Convention Concept Show Floor from 1:30 p.m. to 3 p.m. each day, during which he will interview industry leaders on a variety of topics.

Visit the N.G.A. Web site, [www.nationalgrocers.org](http://www.nationalgrocers.org), for content updates about this news-making event.

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**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. Most independent operators are serviced by wholesale distributors, while others may be partially or fully self-distributing. Some are publicly traded but with controlling shares held by the family and others are employee owned. 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, state grocers associations, as well as manufacturers and service suppliers. For more information about N.G.A. and the independent sector of the industry, see the N.G.A. Web site: [www.NationalGrocers.org](http://www.NationalGrocers.org),