

Kings



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KINGS MEETING KIDS' NUTRITIONAL NEEDS JUST IN TIME FOR BACK TO SCHOOL



Parsippany, New Jersey, September 5, 2007 – As children's health issues are growing to epidemic proportions, Kings Super Markets is introducing a new generation of fortified beverages for Kids ages 8 – 12 ("Tweens"). Kings is introducing *Dog On It!*TM fortified juice beverages – loaded with Calcium, Vitamins A, B, C, D, E and Minerals – no high fructose corn syrup and no artificial sweeteners, packed in 8 oz. bottles to promote portion control. *Dog On It!* is the healthy alternative parents have been looking for - now sold in all Kings Super Markets and on display for in-store sampling this Saturday and Sunday, September 8th and 9th.

According to Dave Farrell, Juice and Beverage Category Manager, "Healthier food and beverage choices coupled with greater attention to physical fitness are what today's youth need and now Kings and *Dog On It!* will provide a healthy choice for our customers." Kings, through our Living Well program, is committed to helping customers, including children; make a difference in their lives by delivering nutritious, great tasting products with positive messages.

From Every Day to Fabulous Gourmet, customers will find the latest food trends – all