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AB Acquisition LLC Announces Discovery of Separate Criminal Incident Involving Payment Card Data Processing

To date, there has not been a determination that any payment card data was stolen.

BOISE, ID – September 29, 2014 – AB Acquisition LLC, which operates Albertsons stores under Albertson's LLC and ACME Markets, Jewel-Osco, and Shaw's and Star Markets under New Albertson's, Inc., recently was notified by its third party IT services provider SUPERVALU of a separate, more recent, attempted criminal intrusion seeking to obtain payment card information used in some of its stores. The Company has been informed that different malware was used in this recently discovered incident than was used in the incident previously announced on August 14, 2014. The investigations into both this incident and the earlier incident are ongoing.

AB Acquisition promptly notified federal law enforcement authorities of this separate criminal incident, which apparently occurred in late August or early September 2014 and is cooperating in the efforts to investigate the matter and identify those responsible. Third party data forensics experts are supporting the investigation. We have also notified the major payment card brands of this incident.

The new malware may have captured account numbers, expiration date, other numerical information and/or the cardholder's name. At this time there has not been a determination that any payment card data was in fact stolen as a result of either incident. Measures have been taken to prevent further use of this new and different malware in the affected store locations. We are also implementing additional measures to enhance the protection of customer payment card data.

Because the point of sale systems are different across AB Acquisition divisions, Albertsons stores in Arizona, Arkansas, Colorado, Florida, Louisiana, New Mexico, Texas and our two Super Saver Foods Stores in Northern Utah were not impacted by this incident. However, Albertsons stores in Southern California, Idaho, Montana, North Dakota, Nevada, Oregon, Washington, Wyoming and Southern Utah were impacted. In addition, ACME Markets in Pennsylvania, Maryland, Delaware and New Jersey; Jewel-Osco stores in Iowa, Illinois and Indiana; and Shaw's and Star Markets stores in Maine, Massachusetts, Vermont, New Hampshire and Rhode Island were affected by this new incident.

"We take our responsibility to protect our customers' payment card data seriously," said Bob Miller, Chief Executive Officer at AB Acquisition LLC. "We sincerely regret that our customers' data was targeted. As a company, our decisions are always focused on what is best for our

customers, and we know this issue has inconvenienced them and caused concern. We are taking appropriate measures to enhance the protection of our customers' payment card data. We are working closely with all parties on the investigation into this incident."

Given the continuing nature of the investigations, it is possible that further details on time frames, and locations, in addition to that described above, will be identified in the future.

A customer FAQ is available on the websites at albertsons.com, acmemarkets.com, jewelosco.com, and shaws.com. Although it has not yet been determined whether any cardholder data was in fact stolen, AB Acquisition LLC is extending 12 months of complimentary consumer identity protection services through AllClear ID to customers whose payment cards may have been affected by this second attempt. At this early stage of the investigation, we are providing customers who shopped with us from August 27, 2014 through September 21, 2014 these identity protection services. Customers may visit the websites listed above for further information about the incident and about complimentary consumer identity protection services being offered, or call AllClear ID at 1-855-865-4449.

A free copy of your credit report can also be obtained from each of the credit bureaus once a year by going to http://www.annualcreditreport.com or calling 877-322-8228. Hearing impaired consumers can access TDD services at 877-730-4104. We encourage you to monitor these reports, as well as your credit and debit card statements. You may also place a fraud alert or security freeze on your credit report by contacting the credit bureaus as listed below.

About AB Acquisition LLC

Established in 2006, AB Acquisition LLC ("Albertsons"), which operates ACME, Albertsons, Jewel-Osco, Lucky, Shaws, Star Market and Super Saver, and stores under the United Family of stores, Amigos, Market Street and United Supermarkets, is working to become the favorite food and drug retailer in every market it serves. The company is privately owned by Cerberus Capital Management, Kimco Realty Corporation, Klaff Realty, Lubert-Adler Partners, and Schottenstein Stores Corporation, and operates 1,081 stores and 14 distribution centers in 29 states and employs approximately 127,000 associates. For more information, please visit www.Albertsons.com.

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You may also contact the Federal Trade Commission for more information toll-free at 1-877-ID-THEFT (438-4338) (TTY: 1-866-653-4261), by email at http://www.consumer.ftc.gov/features/feature-0014-identity-theft, or writing to Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

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Equifax	**Experian**	**TransUnion**
P.O. Box 740241	P.O. Box 9554	P.O. Box 6790
Atlanta, GA 30374	Allen, TX 75013	Fullerton, CA 92834
888-766-0008	888-397-3742	800-680-7289
www.equifax.com	www.experian.com	www.transunion.com

A security freeze will prevent new credit from being opened in your name without the use of a personal identification number or password that will be issued by the credit bureaus after you initiate the freeze. A security freeze will also prevent potential creditors from accessing your credit report without your authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, mortgages, employment, housing or other services. In order to place a security freeze, you may be required to provide the credit bureaus with information that identifies you, including your full name, social security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement. Credit bureaus may charge a fee up to $10 to place, lift, or remove the security freeze; however, this fee may be less in certain states (in MA, up to $5) or waived if you are the victim of identity theft and you provide a valid police report. You must separately place a security freeze on your credit file with each credit reporting agency.

Filing a Police Report for Suspicious Activity:

If you do find suspicious activity on the credit or debit card indicated in our notice to you or in your credit report, call your local police or sheriff's office and file a police report of identity theft. Get a copy of the police report. You may need to give copies of the police report to creditors to clear up your records. In addition, you should report identity theft to your Attorney General and the Federal Trade Commission.

For Maryland Residents: The Maryland Attorney General provides information regarding identity theft at http://www.oag.state.md.us/idtheft/index.htm. You may also contact the Identity Theft Unit at (410) 576-6491, by email at idtheft@oag.state.md.us, and by mail at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202.