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Giant Eagle and Red Cross Haiti Relief Fundraiser Totals \$340,000 to Date; Extended Through Feb. 6

Cleveland, OH – February 1, 2010 -- When a massive earthquake caused widespread destruction in Haiti, Giant Eagle quickly reached out to the American Red Cross to partner on a fundraiser to help the victims.

Initially the fundraiser was scheduled to conclude Jan. 30, but because of the substantial remaining need for assistance and because of the continued concern of Giant Eagle customer and team members (evidenced by \$340,000 and counting in donations) Giant Eagle will continue collecting for the relief effort through this Saturday, Feb. 6.

The fundraiser is simple. At checkout, customers at Giant Eagle, GetGo, Giant Eagle Express and Market District stores throughout Northeast Ohio have the opportunity to donate in \$1 and \$5 increments to the American Red Cross Haiti Relief and Development Fund.

To date, Giant Eagle customers and team members have donated \$290,000 to the American Red Cross for Haiti relief. With Giant Eagle's corporate donation of \$50,000, the total donation to date surpasses \$340,000 from this fundraiser, alone.

"Our customers have demonstrated tremendous generosity in the efforts to help these unfortunate earthquake victims," said Giant Eagle Senior Director of Corporate Communications Rob Borella. "Along with our customers, we have been moved by the devastation in Haiti. In addition to our monetary donation match, we've supported local organizations involved in the relief efforts by contributing critically needed food, water and baby care products."

Officials at the local Red Cross are appreciative of the generosity shown by Giant Eagle and numerous other corporations and organizations throughout Northeast Ohio.

"The people of Greater Cleveland are very philanthropic and this outpouring to Haiti is indicative of this generosity," said Susan A. Elder, Chief Marketing Officer of the American Red Cross of Greater Cleveland. "Giant Eagle is to be commended for organizing this outstanding effort."

Given the logistics of the situation, the local Red Cross is not able to accept the donation of physical goods; a financial donation in any amount is the best way the general public can help with the relief efforts.

Below is a list of ways people from the community can help with Haiti relief efforts.

- Text the word "Haiti" to 90999 to send a \$10 donation to the Haiti Relief and Development Fund. The charge will appear on your next cell phone bill.
- Visit redcross.org and click on "Donate Now." Or call 1-800-RedCross.
- Mail to PO Box 37243 Washington DC 20013
- Donate at checkout at any Giant Eagle, GetGo, Giant Eagle Express, or Market District location now through Feb. 6.