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GIANT EAGLE OFFERS DOUBLE GIFT CARD REWARD ON NOVEMBER 1 PENNY EXCHANGE DAY

During one-day event, retailer will give customers a Giant Eagle gift card valued at twice the amount of pennies customers bring into any of its Giant Eagle or Market District supermarkets

PITTSBURGH— Giant Eagle announced today that the retailer is holding a one-day event on Saturday, November 1, across all 200-plus Giant Eagle and Market District locations, enabling customers to convert spare pennies while helping those who prefer to pay in cash when shopping.

From 11 a.m. to 4 p.m. on Saturday, November 1, customers are invited to bring pennies into any Giant Eagle or Market District supermarket and have them exchanged for a Giant Eagle gift card equal to twice the value of the pennies exchanged. There is a minimum of 50 cents in pennies exchanged per transaction (resulting in a \$1 Giant Eagle gift card) and a maximum of \$100 in pennies exchanged per transaction (resulting in a \$200 Giant Eagle gift card).

“Retailers across the country are taking steps to maintain adequate supplies of pennies,” said Bill Artman, Giant Eagle President and CEO. “At Giant Eagle, we saw a unique and fun opportunity to reward customers for joining our efforts. We invite everyone to check their change jars, desk drawers, and couch cushions to help keep pennies available for those who choose to pay with cash.”

As the U.S. Department of the Treasury phases out production of the penny, the Federal Reserve has begun limiting penny deliveries to banks and commercial customers, resulting in reduced availability of pennies in certain geographies. Giant Eagle is temporarily collecting pennies to help ensure it can continue providing exact change to customers for cash transactions. This proactive step allows the company to maintain accuracy and fairness while it awaits formal guidance from the U.S. government regarding future rounding practices.

About Giant Eagle

Giant Eagle, Inc., ranked among the top 50 on Forbes magazine's largest private corporations list, is one of the nation's largest food retailers and distributors. Founded in 1931, Giant Eagle, Inc. has grown to be a leading food and pharmacy retailer in the region with more than 200 stores throughout western Pennsylvania, north central Ohio, northern West Virginia, Maryland and Indiana.