



Touch 'n Save® Interactive Network Gives Cub Customers a Better Shopping Experience

Touch 'n Save Interactive kiosks have been installed in all 56 Twin Cities Cub Foods stores.

Edina, MN, November 02, 2007 --(PR.com)-- Customer-Facing Media (CFM) and SUPERVALU, INC. announced today that CFM's Touch 'n Save Interactive kiosks have been installed in all 56 Twin Cities Cub Foods stores.

Touch 'n Save is a new in-store network. Shoppers use a touch screen kiosk that stimulates meal-planning ideas, provides recipes, creates shopping lists, dispenses coupons, and delivers useful and engaging food-related content.

For busy shoppers, Touch 'n Save is like having a personal shopping assistant - someone who can explain the different cuts of meat, help plan a menu, provide recipes, and print out a complete shopping list for all of the items they need to make a complete meal.

Touch 'n Save also give shoppers access to money-saving coupons which in turn provides both convenience and cost savings.

The Touch 'n Save Kiosks are sleek and modern in appearance. They feature crisp, full-color displays with full motion graphics and video capabilities. An integrated high-speed thermal printer allows shoppers to print recipes, shopping lists, and coupons.

Each kiosk is tailored to the store department where it is located with content for the meat and produce departments. For example, the produce kiosk has information on everything from exotic fruits to the proper way to peel a mango.

“With Touch 'n Save there are no coupons to clip and keep organized and no need to search recipes and compile shopping lists at home,” says CFM President John Lonsbury. “Today's consumer is geared to experiences that are immediate and on-demand and our network delivers both in a fun and easy-to-use environment.”

“We are always striving to meet our customers' needs and the Touch 'n Save kiosks are another tool to accomplish this,” said Steve Irland, Cub Vice President of Advertising and Marketing. “Customers want easily accessible product information, food preparation tips, and money-saving offers. We are delighted to offer Cub customers this additional service at their fingertips.”

About Cub Foods

Cub Foods provides consumers with the freshest produce, widest selection and greatest value available today. In addition to innovative natural, ethnic and certified organic food sections, Cub stores offer shoppers added conveniences, such as in-store pharmacy and banking. Cub Foods was established in



1968 as one of the nation's first discount grocery stores. The organization was purchased in 1980 by SUPERVALU and currently operates 55 stores in the Twin Cities.

For more information about Cub Foods, visit www.cub.com

About Customer-Facing Media

Founded in 2002, Customer-Facing Media is a nationwide, interactive, in-store media network with headquarters in Edina, Minnesota. The company's initial offering is the Touch 'n Save® interactive network, a leading-edge system that delivers consumer information in retail stores at the point of purchase. For more information about Customer-Facing Media, visit www.customerfacingmedia.com

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