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FOR IMMEDIATE RELEASE
August 10, 2023

Giant Eagle Launches Second Wave of Price Lock Items After Strong Guest Response to Summer Savings

Retailer increases the number of Price Lock items in second wave to more than 1,000

PITTSBURGH – Giant Eagle, Inc. announced a second wave of its “Price Lock” program beginning today and extending through November 11. Following the overwhelmingly positive guest response to its initial Price Lock effort, Giant Eagle extended the savings program to more than 1,000 participating items.

“Price Lock proved to be an important driver of value for our guests, and we’re excited to continue it into the fall,” said Giant Eagle, Inc. Interim CEO Bill Artman. “Combined with other savings opportunities offered across our supermarket and GetGo locations over the past four months, we believe we’re delivering on our promise to provide reliable value to our guests every day.”

The new Price Lock program builds on the success of the initial promotion that ran from May 4 through August 9 including 800 participating items. It resulted in both more guests visiting Giant Eagle and Market District stores compared to similar, previous time frames and more items purchased by guests. The new program will include an expanded list of seasonally relevant grocery items at all Giant Eagle and Market District locations, as well as locked savings on more than 20 popular products inside GetGo locations, delivering an average savings of 15 percent across all 1,000 participating items.

Giant Eagle’s second wave of Price Lock will offer savings on a wide variety of supermarket items to help families save during the upcoming back-to-school season and celebrate upcoming holidays, including Labor Day and Halloween. Discounted items include fresh burgers, bratwursts, shrimp, holiday-themed candy and more. Similar to the first wave of Price Lock, Giant Eagle will spotlight participating items in its printed and digital weekly circular and through a variety of in-store and in-market marketing activities.

In addition to Price Lock, the company experienced strong guest response to other recent savings opportunities, including celebrations of National Donut Day, Independence Day weekend and National Ice Cream Day. The company will build on the success of these promotions by launching similar efforts in the coming weeks and months.

- National Donut Day: On Friday, June 7, Giant Eagle and Market District stores offered discounts on fresh donuts with guests purchasing 60,000 dozen donuts on this single day.
- Independence Day Weekend: GetGo stores offered its myPerks Pay Direct and AdvantagePay guests strong savings at the pump during the July 4th weekend, selling regular unleaded gas for \$2.75 per gallon and resulting in the doubling of guests enrolled in the myPerks Pay Direct program.

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- National Ice Cream Day: Giant Eagle and Market District stores placed all 48-ounce Giant Eagle brand ice cream containers on sale for \$0.99 each on National Ice Cream Day on Sunday, July 16. Guests purchased more of the participating ice cream products on this date than on any day in the previous year.

Price Lock and the company's holiday events add to the everyday value that Giant Eagle, Market District, and GetGo provide through competitive everyday pricing, strong weekly sales, and personalized savings through myPerks. Guests can learn about the various ways to save by visiting GiantEagle.com and GetGoCafe.com, and can sign up for myPerks Pay Direct at myPerks.com/Pay.

About Giant Eagle

Giant Eagle, Inc., ranked among the top 40 on *Forbes* magazine's largest private corporations list, is one of the nation's largest food retailers and distributors with approximately \$11.1 billion in annual sales. Founded in 1931, Giant Eagle, Inc. has grown to be a leading food, fuel and pharmacy retailer in the region with more than 470 stores throughout western Pennsylvania, Ohio, northern West Virginia, Maryland and Indiana.