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Coborn's is 2011 Independent Retailer of the Year *Grocery Headquarters magazine presents award during local ceremonies*

ST. CLOUD, MN (March 24, 2011) – St. Cloud-based Coborn's Incorporated will receive *Grocery Headquarters* magazine's prestigious "Independent Retailer of the Year" award for 2011 during ceremonies today in St. Cloud.

New York-based *Grocery Headquarters* selected Coborn's for the national award based on the company's "long and successful history in the upper Midwest as well as its well-documented community service programs."

In announcing the award, the magazine noted, "Coborn's Inc. commitment to its community as well as its progressive approaches to merchandising and marketing makes it an easy choice for the 2011 *Grocery Headquarters* Independent Retailer of the Year."

The magazine added, "Lauded also as Minnesota's 2010 Family Business of the Year for Community Service and Philanthropy last fall (by *Minnesota Business* magazine), officials at the St. Cloud, Minn.-based grocer are appreciative of the most recent awards and other well-deserved accolades earned over the years. But, not surprisingly, the 90-year old company, which has 6,700 employee/owners who share equity in the company through an accelerating employee stock ownership program (ESOP) that was established four years ago, remains focused on a singular mission—to be the best place to shop and the best place to work in every market it serves."

Coborn's President and CEO, Chris Coborn, said he is grateful for the recognition on behalf of all Coborn's employee/owners. "Our company has achieved success through a relentless focus on our customers, the outstanding people on our team, and taking care of the communities we serve" he said. "We appreciate this national recognition of our achievements as an independent retailer."

Chester Coborn founded the company in 1921 with a single produce market in Sauk Rapids, MN. Coborn's Incorporated now owns and operates 41 Coborn's, Cash Wise Foods and Save-A-Lot grocery stores in the upper Midwest, along with convenience, liquor, video stores and pharmacies. Coborn's also operates a central bakery, central dry cleaning facility, central commissary, its own grocery distribution center, and CobornsDelivers online grocery ordering and home delivery service.