



Schnucks Press Releases

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Schnucks Invites Customers to Visit Schnucks QualityVille

Innovative Multi-Media Game Offers a Grand Prize Linked to Facebook "Likes"

ST. LOUIS – St. Louis-based **Schnuck Markets, Inc.** is inviting shoppers in all Schnucks and Logli markets to take a fun, rewarding and educational trip to "*Schnucks QualityVille™*" an interactive cyber town where players view videos to earn entries for a Grand Prize worth up to \$25,000!

According to Schnucks Vice President of Marketing **Bob Howard**, *Schnucks QualityVille™* is a multi-media game designed to appeal to digital-age shoppers who want to learn more about the food they eat. The eight-week program officially launches on May 9, 2011 and will run through July 3, 2011.

Howard says the idea for *QualityVille™* sprang out of brainstorming for the company's "Peace of Mind Quality" awareness campaign. "'Peace of Mind Quality' is designed to promote the great quality choices our teammates make each day in order to deliver top-quality food and services to our customers. This type of information is not easily shared during a shopping trip so we set out to capture attention in a different way," he said.

Players register by visiting www.schnucks.com and clicking on the *QualityVille™* banner. "You earn your first entry just by registering," Howard explained. "Once registered, players earn additional entries by watching a series of short video clips. Each video viewed to completion is worth at least one entry into the Grand Prize drawing with a chance to earn bonus entries that are randomly revealed when the video is finished. Everyone who watches all 14 clips will receive a thank you gift, a special high value offer, via e-mail."

"The most exciting part of the game is that the amount of the Grand Prize is totally up to the thousands of players and shoppers across the region who 'Like' Schnucks at www.facebook.com/schnucks," Howard said. "We've started the game off with \$5,000 and every Schnucks 'Like' adds \$1 to the value of the Grand Prize up to 20,000 'Likes' and a total of \$25,000!"

There is no purchase necessary to play *Schnucks QualityVille™*. Players must be 18 or older to play. Grand Prize drawing will take place on or about July 15, 2011. While the nation is invited to visit *Qualityville™*, only grocery shoppers within the markets currently served by Schnucks and Logli, as determined by zip code, are eligible to play and earn prizes. Schnucks teammates and their immediate family members are not eligible. (Please see additional rules and restrictions when visiting the game site!)

Founded in St. Louis in 1939, Schnuck Markets, Inc. operates 105 stores (including five Logli stores) and 101 in-store pharmacies in Missouri, Illinois, Indiana, Wisconsin, Iowa, Tennessee and Mississippi.

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