



FOR IMMEDIATE RELEASE

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Ralphs Grocery Company

Fresh Ground Beef is Back at Ralphs!

Los Angeles, CA – July 2, 2008 – Ralphs Grocery Company is pleased to announce that a full selection of fresh, wholesome ground beef is back on the shelves at all of our stores in Southern California.

All Ralphs stores throughout Southern California were instructed to remove all fresh ground beef from the shelves Tuesday evening. Ralphs took this step as a voluntary precautionary measure to protect our customers following an announcement from the Department of Agriculture, which identified a beef supplier in Nebraska that has been linked to several E. coli illnesses in Michigan and Ohio.

The ground beef on our shelves today is from a different supplier that was not associated in any way with this recall.

Customers who purchased ground beef at Ralphs with sell-by dates of May 21 through July 3 may return them to their local Ralphs store for a full refund or replacement.

Consumers are reminded that proper handling, storage and cooking of ground beef offers the best protection against food-borne illness. According to the USDA, when ground beef is thoroughly cooked to an internal temperature of at least 160 degrees, any harmful bacteria are destroyed and the ground beef is safe to consume.

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