



FOR IMMEDIATE RELEASE

CONTACT: Alejandra Cardenas

McFadden/Gavender

O: (520) 882-6262 M: (520) 440-0618

alejandra@mcfaddengavender.com

Karen Gavender

McFadden/Gavender

O: (520) 882-6262 M: (520) 603-4200

karen@mcfaddengavender.com

Website

www.sunflowermarkets.com

Grocer Announces Plans for Two New Northern California Stores

Sunflower Farmers Market to open Mountain View, Land Park locations in 2012

Boulder, CO (07/08/11) – Sunflower Farmers Market, the full-service grocer offering high-quality natural and organic products at low prices, has officially announced it will open two new stores in Northern California next year. Sunflower has signed leases in Sacramento, California, in an area known as Land Park scheduled to open in early 2012, and a store in Mountain View, California, planned to open in late 2012.

The new Sunflower Farmers Market in Land Park will take over the long-vacant 20,436 square foot building in Land Park Center, located at Land Park Drive and Sutterville Road. Just south of downtown Sacramento and the Sacramento Zoo, Land Park Center also houses Parkside Pharmacy and the well-known Sacramento La Bou Bakery. The building that Sunflower will inhabit, at 440 Del Rio Road, will be significantly upgraded before the grocer moves in.



The Mountain View Sunflower Farmers Market will fill the 23,880 square foot store currently occupied by Rasputin Music and DB shoes, located at 630 San Antonio Road, at the intersection of San Antonio Road and West El Camino Real. This will be one of two Bay Area stores that Sunflower plans to open next year.

Sunflower's CEO, Chris Sherrell, acknowledges that the grocer's expansion into California is on the fast track. "We feel very comfortable with our expansion into Northern California, as Sunflower's array of natural and organic products is an ideal complement to the healthy lifestyles so evident in the area," said Sherrell. "Our commitment to *value-priced* natural and organic groceries and warm, friendly service is part of what sets us apart from any potential competitors."

Sunflower Farmers Market currently has one California store in Roseville which opened in May 2011. A Modesto location is scheduled to open this fall, followed by the Land Park location in early 2012. A San Jose Sunflower is on track to open in the Branham Square Shopping Center during the third quarter of 2012, and the Mountain View Sunflower is planned to open in late 2012. Sunflower Farmers Market also has 33 additional retail stores located throughout Colorado, Arizona, New Mexico, Nevada, Utah, and Texas.

Sunflower Farmers Market, whose motto is “Serious Food...Silly Prices[®],” will offer fresh, local produce, all-natural meats and seafood, a large bulk selection, natural living health and wellness products, and an extensive private label line, all at the lowest possible prices. Sale and everyday low prices are featured weekly online at www.sunflowermarkets.com and in print in area mailers.

Sunflower’s upcoming Land Park location was negotiated by Sierra Pacific Retail Group. The Mountain View and San Jose stores were brokered by Terranomics, the retail division of BT Commercial.

To learn more about Sunflower Farmers Market, please visit www.sunflowermarkets.com. **For interviews with Sunflower CEO Chris Sherrell**, please call the contacts listed at the top of this release.

About Sunflower Farmers Market

Sunflower Farmers Market (www.sunflowermarkets.com) is a rapidly growing chain of full-service grocery stores offering consumers the highest-quality natural and organic products at the lowest possible price. The company, founded in 2002, is a pioneer in developing the emerging *value* segment of the natural and organic foods retailing industry. They have remained true to their motto “Serious Food...Silly Prices[®]” since the market’s inception. The company has 34 retail stores located throughout Colorado, Arizona, New Mexico, Nevada, Utah, California and Texas.

###