

**FOR IMMEDIATE RELEASE**  
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**THE FRESH GROCER SUPERMARKET GOES WITH LEADING DELI KIOSKS**

*Philadelphia, PA based supermarket chain puts in deli kiosks from ADUSA, Inc.*

**Lombard, Ill.** (November 11, 2008) – ADUSA, Inc. today announced that The Fresh Grocer supermarket is the latest grocery store to deploy its **S4G™ Deli** self-service kiosk. “The Fresh Grocer operates high volume supermarkets primarily in an urban setting, which is a great demographic for our deli kiosks. Their consumer is driven by quality, convenience, and, above all, speed of service. We’re very pleased to welcome The Fresh Grocer as our newest client,” said Juan C. Perez, president of ADUSA, Inc.

Kiosks will be located in the deli area, the sandwich shop area, and the catering area. The kiosks will enable The Fresh Grocer’s customers to self-order the full range of items from the deli and prepared foods areas, including meats, cheeses, salads, party trays, and a wide array of made-to-order sandwiches. Deli kiosks will augment customer service by helping to reduce lines at each of these areas, while also improving order accuracy and overall customer satisfaction. ADUSA’s deli kiosk system is the industry leader in terms of functionality, scalability, and reliability.

“We are seeing that self-ordering deli kiosks are becoming an integral part of the supermarket operation and we think that our customers are really going to like the added convenience that they bring to our stores. ADUSA’s kiosk is the best fit for us since it can handle our extensive deli, catering, sandwich/hoagie, and prepared foods offerings,” said Ross DelRomano, perishables director for The Fresh Grocer supermarket.

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**About ADUSA, Inc.**

Based in Lombard, Ill, ADUSA is a leading provider of self-ordering solutions for grocery supermarkets, restaurants and foodservice operations. ADUSA clients include *Stew Leonard’s, Dorothy Lane Market, H.E. Butt, The Kroger Company, Price Chopper, Sunset Foods and the Defense Commissary Agency*. For more information, please visit the web site at [www.adusainc.com](http://www.adusainc.com).

