



NEWS RELEASE

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SUBJECT: Roundy's Supermarkets, Inc. to join Green Tier program

MADISON – Roundy's Supermarkets, Inc.'s Oconomowoc Distribution Center has been accepted into Wisconsin's Green Tier program, and Department of Natural Resources and company officials marked the occasion in a ceremony today at the company's corporate headquarters in Milwaukee.

"Roundy's has a long history of environmental performance in Wisconsin and is continuing to be a leader in their market sector with this facility," said DNR Secretary Scott Hassett. "The design and construction of their new distribution center took environmental concerns into consideration and incorporated features to conserve energy and protect the environment."

"The building of our Oconomowoc Distribution Center gave us an opportunity to pay particular attention to the environment while constructing the facility," said Robert Mariano, Roundy's chairman and chief executive officer. "We are proud of the steps we were able to take to participate in the Green Tier program."

Roundy's took several steps to make their distribution center more environmentally friendly:

- Installing lighting timers to conserve electric power consumption throughout the facility,
- Designing the building to optimize daylight in order to reduce lighting demands,
- Using sand only on all parking lots and drives during winter ice conditions to protect runoff water quality,
- Designing the fuel storage and distribution center to exceed federal requirements in case of any accidental spills, and
- Installing landscaping that includes berms, trees and grasses that provide habitat for wildlife and screen the facility.

As part of its commitment to environmental improvement, Roundy's has installed diesel oxidation catalysts that will reduce diesel exhaust emissions on more than one-fourth of the company's Class 8 truck fleet. The company is also committed to recycling cardboard, plastics and pallets at the

center. Finally, Roundy's will work with the DNR to evaluate whether certain technological and operational equipment, processes or devices present actual benefits to reducing mobile emissions and improved fuel economy.

Environmentally responsible institutions and companies participating in Green Tier can benefit through specific flexibilities outlined in statute, individual contracts and charters. Statutory incentives include, for example, a single point-of-contact within DNR to facilitate effective communications, and use of the Green Tier logo for marketing. The DNR will recognize participants for superior environmental performance with a numbered certificate. The Green Tier program also offers limited deferred civil enforcement. Most importantly, companies are recognized for environmental performance that goes beyond what the law requires them to do, and for systematically and continually improving on that performance.

For more information on Green Tier, visit the Green Tier page on the DNR website at <http://greentier.wi.gov/>.