



March 14, 2011

Dear Senator Menendez and Senator Lautenberg:

We are writing to convey our strong support for debit card swipe fee reforms that will have an extremely positive impact on our ShopRite supermarkets and ultimately our customers.

Debit card swipe fees are one of the fast growing costs we face and are completely unpredictable. Supermarket retail is an extremely low-margin, highly competitive industry in which we compete for customers on price and service everyday, and we are confident our customers will be the ultimate beneficiaries of these reforms.

Any efforts to delay the Federal Reserve's rulemaking on debit card fee reforms, which are on track to be finalized this April and implemented in July, will have a very significant impact on businesses in the state and customers who pay millions in debit card interchange fees.

We are extremely grateful for your support of the Durbin amendment during the last Congress and we hope we can count on your continued support for Main Street businesses and consumers by ensuring reforms go into effect on time this year.

Sincerely,

Joseph S. Colalillo  
Chairman & CEO, Wakefern Food Corp  
ShopRite of Hunterdon County

Larry Ammons  
ShopRite of Mullica Hill

Karl W. Eickhoff  
ShopRite of Delran

James Bottino  
Bottino's Supermarkets, Inc.

Ned Gladstein  
ShopRite of West Caldwell

Jeffrey Brown  
Brown's Super Stores, Inc.

Irv Glass  
Glass Gardens, Inc.

Robert Clare  
ShopRite of Oakland

Terry Glass  
Glass Gardens, Inc.

Rafael Cueller  
ShopRite of Passaic

Neil Greenstein  
ShopRite of Brookdale

Charles M. Infusino  
ShopRite of Little Falls

David Infusino  
Nutley Park ShopRite, Inc.

Lawrence R. Inserra, Jr.  
Inserra Supermarkets, Inc.

Vincent Lo Curcio, III  
Nutley Park ShopRite, Inc.

Joel Perlmutter  
Perlmart, Inc.

Steven Ravitz  
Supermarkets of Cherry Hill

Dominick J. Romano  
Ronetco Supermarkets, Inc.

Richard Saker  
Saker Supermarkets, Inc.

Charles Shakoar  
ShopRite of Old Bridge

Leonard Sitar  
ShopRite of Carteret

Tony Smutko  
ShopRite of Hillside

James Sumas  
Village Supermarkets

Richard Tully  
ShopRite of Kearny

Larri Wolfson  
ShopRite of Lincoln Park

David Zallie  
Somerset Stores, LLC

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