

FOR IMMEDIATE RELEASE

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MAYOR HORNIK ANNOUNCES LAUNCH OF TRADER JOE'S MOBILE

Marlboro Test City for New Initiative

MARLBORO TOWNSHIP, NEW JERSEY (April 1, 2018) –Trader Joe's announces a new marking plan to bring the groceries to the customer. Citing customers' wish for convenience and location, Trader Joe's and Marlboro Mayor Jonathan Hornik reached an agreement for Marlboro Township to be home to the world-wide launch of 'Trader Joe's Mobile'.

Daniel T. Bane, Chairman and CEO of Trader Joe's company stated, "We have been honored and impressed by the number of calls, emails and social media posts by Marlboro residents who wanted a Trader Joe's near their home. " He continued, "A Marlboro storefront is just not viable at this time, so we reached out to Mayor Hornik with our Trader Joe's Mobile plan we have had on the back burner for quite a while. Marlboro seemed to us like a perfect fit and Mayor Hornik agreed."

Mayor Jon Hornik said, "We are proud to be the birthplace of a new idea for Trader Joe's. As a community we welcome innovation and this is one more instance where Marlboro leads the pack." He continued, "I personally look forward to being able to purchase 'Sea salt and turbinado sugar chocolate covered almonds', spinach artichoke dip, Reduced Guilt Mac and Cheese and spatchcocked lemon rosemary chicken on my way home from work."

He continued, "The Economic Development Committee as always, was a driving force in making this agreement a reality. We are particularly pleased that Trader Joe's Mobile will participate in the Shop Marlboro Tax Rewards Program. We will be announcing a date for a ribbon cutting and grand opening celebration shortly."

Mr. Bane continued, "Mayor Hornik was enthusiastic and supportive as we worked through the details of this initiative. Trader Joe's Mobile will drive throughout Town in a method similar to the Good Humor truck; coming through neighborhoods on a set schedule. We will be launching a Twitter feed for customers to easily locate the nearest truck. We are very excited about this new concept and hope Marlboro residents will welcome us to their neighborhood."

Trader Joe's Marlboro will launch the program with three (3) mobile stores in Marlboro. They will Additional trucks will be called in to meet high volume periods such as Super Bowl and Memorial Day. Future plans are to increase the amount of trucks, offer scheduled delivery times and to place trucks in permanent locations throughout the Township.

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