

## The Federated Group, Inc Welcomes New Retail Customer, D'AGOSTINO Supermarkets

April 27, 2007

Arlington Heights, IL – The federated Group, Inc. announces the addition of their newest retail member, D'AGOSTINO'S Supermarkets, a New York independent retailer. This 3<sup>rd</sup> generation business owns and operates 22 stores in the metro New York area.

D'AGOSTINO'S has thrived in the New York marketplace with “strong service levels and a commitment to quality” that have helped them reach the 75-year milestone. The Food Marketing Institute and other groups have recognized D'AGOSTINO Supermarkets, for its clever and catchy advertising, most of which is designed to enhance the high-quality image and upscale ambiance the brand has achieved.

D'AGOSTINO'S has long been known as a uniquely New York City brand, and its presence in TV shows and movies has served to lend an air of “authenticity”. Hollywood has used D'AGOSTINO'S storefronts in movies and network show to make people believe they are seeing a real NY City street (even though they may be looking at a set), and various props have turned up in such shows as “Friends:” and “Will & Grace”. D'AG bags have even shown up a fashion accessories to grab some of that Gotham cachet.

Fed Group will be supporting D'AGOSTINO'S with the development and launch of their D'AGOSTINO brands program. We are exited and proud to be associated with this high profile retailer and look forward to a successful DAG brand launch.