



News Release

Contact

Rosalinda Luna

972-480-8383 x229

Rosalinda_Luna@mccom.com

Full-service Marketing Firm M/C/C Adds Extra Seasoning to Market Street's North Texas Arrival

Dallas creative agency makes grocery chain look as succulent as its gourmet foods

Dallas – Oct. 14, 2008 – As the new supermarket in the neighborhood, Market Street was facing an uphill battle in trying to break into a large Dallas-area market saturated with national chains. United Supermarkets' world-class food concept store was challenged by the need to translate its West Texas success over to its new North Texas growth initiative. With three stores already in the Metroplex, Market Street wanted to take a fresh angle with its newest Dallas-area store. The gourmet grocer chose M/C/C – a Dallas-based marketing, advertising, public relations and Internet marketing agency – to cook up some brand-new ideas for North Texas growth.

As its primary objective, M/C/C was slated to spread the word about the newest Market Street store in Frisco, Texas. The Dallas-based agency used its expertise of the local market and Frisco community to create a strong media relations campaign, an interactive microsite for the store and a solid search-engine optimization program. M/C/C's success would be judged by Market Street Frisco's grand opening weekend; however, the agency only needed a few hours to help show its immediate impact.

“Since it was Wednesday and most of our grand opening events were scheduled for the weekend, we were expecting a soft grand opening with a steady flow of guests coming in to check out our newest Market Street store,” said Eddie Owens, director of corporate

communications for United Supermarkets, LLC. “What we got instead was unbelievable. By noon, thousands of guests had taken part in the Market Street experience with area police having to help with the traffic flow in our parking lot. Guests were coming from all over the area to see the sights and luxuries of their newest neighborhood store. The Market Street Frisco grand opening was one of the most successful openings in United’s 92-year history – in fact, Frisco was the sales leader in our 48-store chain on opening day.”

M/C/C helped increase the amount of grand opening coverage in the metropolitan and community newspapers, as well as DFW business magazines. Several local television stations came to Market Street Frisco to cover the opening-day excitement, including one affiliate that aired live feeds from the store during Wednesday’s 4 p.m., 5 p.m. and 6 p.m. news broadcasts. The extra coverage helped increase foot traffic throughout the grand opening festivities. In addition, Market Street Frisco’s microsite (www.marketstreetfrisco.com), which launched the night before the opening, had more than 1,800 unique visitors and 5,200 page views by week’s end.

“One of the most gratifying moments of our work with United Supermarkets and its Market Street stores was to see the empty tile floor where hundreds of shopping carts were once parked – they were all in use by shoppers,” said Mike Crawford, president and founder of M/C/C. “It was a Wednesday morning, and Market Street customers were pouring in by the thousands. M/C/C’s strategy was extremely successful. The entire United Supermarkets family was on-hand to witness the Frisco community rally behind their newest neighborhood store in a matter of hours. Based on the success of the Frisco store, I’m personally recommending they consider purchasing more shopping carts for future Market Street store openings.”

M/C/C will assist Market Street with two more Metroplex grand openings in early 2009. Market Street Coppell opens in mid-January and Market Street Plano will follow in late March.

About M/C/C

Dallas-based M/C/C provides marketing, advertising, public relations, Internet marketing and research for companies ranging from growing start-ups to global leaders. Several of M/C/C's clients dominate their industries, including Alienware, CapRock Communications and CommScope Enterprise Solutions. The agency's mantra of "living the unexpected" has not only helped clients exceed their marketing goals, but it consistently has made M/C/C one of the top PR and ad agencies in Dallas for more than 20 years. M/C/C's Web site is <http://www.mccom.com>.

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