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## FOR IMMEDIATE RELEASE

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### Wright's Market Bringing Online Shopping to Opelika-Auburn and the Surrounding Rural Areas

OPELIKA, Alabama-April 1, 2016-Jimmy Wright, owner of Wright's Market, announced that Wright's Market will soon be offering online shopping, an easy and a convenient way for people to shop, especially people with busy lifestyles or elderly people who cannot physically go to the store due to health constraints. Item prices will be the exact same for online shopping as they are in-store, and customers will be able to shop the Wright's Market ad specials as well.

"We have seen the success of online players such as Amazon and the success of the movement in our industry to serve customers in the same fashion," said Jimmy Wright. "We have been hearing for years that people want this service, and we now feel that we have the right technology partner (Media Solutions Corporation) to work with and to do this successfully. The addition of online shopping will give our customers the option of the traditional shopping experience or, if pressed for time, the option of having us do the work for them. The physical store will be where people want to go to interact with other people and to interact with the same smiling employees who have been serving them for years."

Wright 2 U Online Shopping and Home Delivery will serve customers in the Opelika-Auburn area and in the surrounding rural areas of Lee County, Alabama. Initially, the Wright 2 U Online Shopping and Home Delivery service will be made available to customers in the Opelika area. Once the Wright 2 U Online Shopping and Home Delivery service is flowing it will be expanded into Auburn and the rural areas.

Two options will be available for customers: curbside pickup and home (or business) delivery. With curbside pickup the customer will order their groceries online and choose their pickup day and time. Once the customer's order has been shopped and is ready for pickup the customer will receive notification. When the customer arrives at the store he or she will call a specific number to let the store know they have arrived. A Wright's Market employee will take the customer's purchases out to the customer's car. The fee for curbside pickup will be \$4.95. With home delivery the customer will order their groceries online and choose their delivery day and time. Once the customer's order has been shopped and is ready for delivery the customer will receive notification. Only Wright's Market employees will be delivering groceries to homes and businesses. The fee for home (or business) delivery will be \$9.95. The soonest a customer can expect their order to be ready is two hours. Both the curbside pickup and home delivery fees will be waived for the first 30 days during the soft launch period.

Wright's Market will continue to offer the same high level of customer service for their soon-to-launch Wright 2 U Online Shopping and Home Delivery service as they do for their brick-and-mortar business. The soft launch for the Wright 2 U Online Shopping and Home Delivery has an anticipated date of May 2, with full online shopping operations rolling out 30 to 60 days after that.

### ABOUT WRIGHT'S MARKET

In February 2016, Wright's Market was named the Outstanding Independent Retailer for Community Relations by *Progressive Grocer*. In March 2016, Wright's Market was named a 2016 Blue Ribbon Award Winner by the U.S. Chamber of Commerce as one of the top 100 small businesses in America.