

FOR IMMEDIATE RELEASE

## Fred Meyer Electrifies With Shorepower

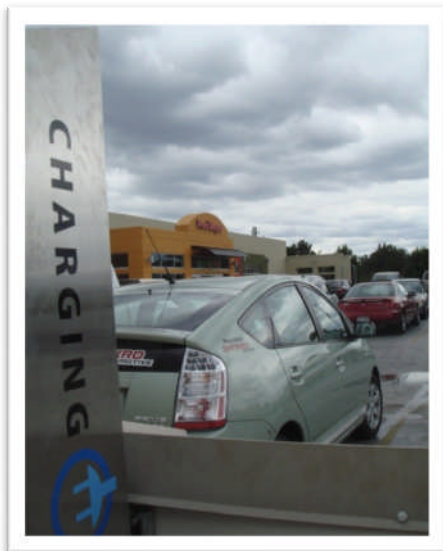
*Electric Vehicle Charging Stations Unveiled at Flagship Green Market in Portland*

Portland, OR. July 16, 2009 – Fred Meyer recently installed two Shorepower Electric Vehicle charging stations at their newly remodeled "green" flagship grocery store on Hawthorne Blvd in Portland. The stations can charge up to 8 vehicles simultaneously and the energy will be free for guests of the store. This project is being certified LEED Silver by the U.S. Green Building Council, a first both for Fred Meyer and for its parent Kroger. In addition to EV charging, the store includes energy efficient lighting and a rainwater collection system. The store will be celebrating the grand re-opening throughout the summer with store specials and events.



About Fred Meyer. Fred Meyer, Inc. is a chain of 129 hypermarkets with 30,000 employees, and was one of the pioneers of one-stop shopping. It is owned by Kroger, a \$70B grocery chain.

About Shorepower Technologies. Shorepower is a clean-technology infrastructure company offering simple, cost-effective solutions for connecting cars and trucks to the electrical grid. Products and Services Offered include Truck Stop Electrification (TSE), Electric Vehicle (EV) and Plug-in Hybrid Electric Vehicle (PHEV) Charging Stations. Shorepower corporate facilities are located in Utica, New York, with additional satellite offices in the Portland, Oregon and Washington D.C metropolitan areas.



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