

The Great Atlantic & Pacific Tea Company's Live Better! Wellness Program Now Provides Full Pharmacy Benefits Management (PBM) Services

2008-09-04T11:44:00-04:00

MONTVALE, N.J.--(BUSINESS WIRE)--

The Great Atlantic & Pacific Tea Company, Inc. (A&P) (NYSE Symbol: GAP) today announced an innovative partnership with 4D Pharmacy Management Systems, Inc. which will enable the Company to administer employer group prescription drug benefits through its Live Better! Wellness Program.

Employer groups will have access to 4D's nationwide network of over 60,000 pharmacies and as well as special incentives at the Company's participating banner store Pharmacy Centers. The Live Better! Wellness Program begins managing pharmacy benefits on January 1, 2009.

Carol J. DiNicolantonio R.Ph. MBA, Sr. Director of Pharmacy for The Great Atlantic & Pacific Tea Co., Inc. said, "We're committed to helping our customers improve their health by offering better diet choices and improved access to prescription drugs. We're excited to team up with one of the best prescription benefits managers in the industry to offer more advanced comprehensive services than those traditionally provided by PBMs. These enhanced offerings will emphasize healthy foods, products and services."

Live Better! Wellness Program groups will be also offered convenient mail service prescriptions through the A&P Mail Order Pharmacy. Plan members will also have the option of receiving a 90 day supply of maintenance medications at A&P and subsidiary Pharmacy Centers. The Pharmacy Centers offer convenient one-stop shopping including health screenings, complete diabetic supplies, and patient counseling and information service.

"Our totally transparent business model fits perfectly with bringing value, innovation and customer attentiveness to Live Better! Wellness Program groups," said Jeff Polter, 4D Vice President. "We're preparing to launch group and broker marketing activities within the next few weeks."

The Live Better! Wellness Program features discounts on generic drugs, over-the-counter items and a wide range of grocery products including the finest array of fruits, vegetables, and other fresh foods that promote a healthful lifestyle and diet.

DiNicolantonio said, "Being in the supermarket environment, we are able to interact with our customers even when they are not filling a prescription. We can also help them make the right food choices for themselves and their families and focus on preventative care."

In addition, Live Better! Wellness Program pharmacists will provide on-site visits to employer groups to assist with health and prescription drug education.

Rebecca Philbert, A&P, SVP Merchandising and Supply & Logistics, said, "This partnership brings our pharmacy offerings to the next level with dynamic services which provide our customers with the information and benefits they need to make healthy decisions in all aspects of their lives."

About The Great Atlantic & Pacific Tea Company, Inc.

Founded in 1859, A&P is one of the nation's first supermarket chains. The Company operates 447 stores in 8

states and the District of Columbia under the following trade names: A&P, Waldbaum's, Pathmark, Best Cellars, The Food Emporium, Super Foodmart, Super Fresh and Food Basics. For more information, please visit <http://www.aptea.com>.

4D Pharmacy Management Systems, Inc. (www.4dpharmacy.com) is an independently owned prescription benefits manager servicing public and private groups nationwide with its network of more than 60,000 pharmacies. Started in 1988, the Michigan based company provides a wide range of prescription benefits expertise including formulary development and maintenance, drug utilization review (DUR), rebate program evaluation and monitoring, clinical support and performance auditing.

Source: The Great Atlantic & Pacific Tea Company, Inc.