

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bear Stearns Corporate Lending Inc.		03/26/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Bruno's Brands, Inc.
Street Address:	300 Delaware Avenue
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19801
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	2853969	A LOWER TOTAL BILL. PLAIN AND SIMPLE.
Registration Number:	2843182	BRUNO'S
Registration Number:	2196202	CHECKOUT FOR CHARITY
Registration Number:	1479152	FOODMAX
Registration Number:	1503161	FOODMAX
Registration Number:	1488695	MAX PAK
Registration Number:	2232549	SOUTHERN HOME
Registration Number:	2383950	SOUTHERN HOME
Registration Number:	2459243	SPIRAL REWARDS
Registration Number:	1969490	SWIPEOUT
Registration Number:	2420330	THE LOW PRICE PLACE
Registration Number:	2545799	TURKEY DOLLAR\$
Registration Number:	2244825	VINCENT'S MARKET

CH \$340.00 2853969

CORRESPONDENCE DATA

Fax Number: (804)344-7999

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 804-788-8523

Email: HWRITM@hunton.com

Correspondent Name: Edward T. White

Address Line 1: 951 East Byrd Street

Address Line 2: Riverfront Plaza, East Tower

Address Line 4: Richmond, VIRGINIA 23219-4074

ATTORNEY DOCKET NUMBER:	65193-001008
NAME OF SUBMITTER:	Edward T. White
Signature:	/Edward T. White/
Date:	04/25/2007

Total Attachments: 2
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RELEASE OF GRANT OF SECURITY INTEREST IN TRADEMARK RIGHTS

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, BEAR STEARNS CORPORATE LENDING INC. ("Secured Party") does hereby terminate and release its interest and rights in:

(a) that certain Grant of Security Interest in Trademark Rights dated August 31, 2005 entered into with BRUNO'S BRANDS, INC. which was recorded with the United States Patent and Trademark Office on October 5, 2005 at reel/frame 3170/0573; and

(b) all marks assigned to Secured Party under the Grant of Security Interest in Trademark Rights including those listed on Exhibit A hereto.

Dated: March 26, 2007

Secured Party

BEAR STEARNS CORPORATE LENDING
INC.

By: 

Name: VICTOR BULZACCHELLI
Title: VICE PRESIDENT

EXHIBIT A
to
RELEASE OF GRANT OF SECURITY INTEREST IN TRADEMARK RIGHTS

Released Marks

<u>Trademark</u>	<u>Registration or Serial Number</u>
A LOWER TOTAL BILL. PLAIN AND SIMPLE.	2,853,969
BRUNO'S	2,843,182
CHECKOUT FOR CHARITY	2,196,202
FOODMAX	1,479,152
FOODMAX Stylized	1,503,161
MAX PAK	1,488,695
SOUTHERN HOME	2,232,549
SOUTHERN HOME	2,383,950
SPIRAL REWARDS	2,459,243
SWIPEOUT	1,969,490
THE LOW PRICE PLACE	2,420,330
TURKEY DOLLARS	2,545,799
VINCENT'S MARKET	2,244,825