

***Dynamic Duo Revive the Neighborhood  
Grocery Store.  
The husband and wife team behind Lisa's  
Central Market.***

**Truckee, CA, April 2002** –Lisa Boudreau and Mark Griffin, the cofounders of Lisa's Central Market, an urban farmer's market located in Truckee, Calif., have developed a new market concept reminiscent of greengrocers of days gone by, when clerks and customers were on a first name basis and shopping strengthened community bonds. In a truly complimentary relationship that results in a unique experience for both customers and employees, this husband and wife team view produce as a creative art form and believe the workplace should be filled with fun and laughter. Boudreau works personally with growers to buy farm-direct produce and handles the daily operations while Griffin develops a line of private label products and watches over sales. Along with their amicable staff, Lisa's Central Market offers an environment rarely seen in the centralized supermarkets that dominate today's marketplace. Their philosophy: To provide great food at a great value through their homespun neighborhood grocery store.

Lisa's Central Market has a business model that envisions a less commercialized future with more personalized service, delivering a selection of high quality products, from fresh produce to private label products to hard-to-find specialty items... all at great prices. The friendly, informative staff encourages and delights in carving a sample of a juicy pear or tasty persimmon for customers. "Big satisfaction comes from happy customers, energetic and fulfilled employees, and a profitable bottom line," said Griffin. "I see the team growing to 500 employees serving hundreds of thousands of customers in five years, making a major impact on the quality of the environment, food and lifestyle."

Boudreau and Griffin met at the Rochester Institute of Technology studying Food Marketing and Distribution. Both top performing students, they shared the honor of being named for Who's Who in American Colleges and served as vice president and president, respectively, of the New York State Restaurant Association. After graduation, they bought a crepe catering business together and moved to Boulder, Colo. with a dream of turning something they love into a successful business.

Finding it difficult to run a catering business without a car, Boudreau and Griffin converted the business to crepe production and began selling to Wild Oats Market. For extra cash, Boudreau took a job as a produce clerk at the natural market and then moved her way up to Regional Produce Manager where she

met and developed relationships with farmers and opened several stores. Griffin worked in Wild Oats Market's Private Label Department, gaining valuable experience in new product development.

Boudreau then went to work for the largest natural food distribution network in the nation, Albert's Organics, further solidifying and expanding her relationships with growers and learning more about buying direct produce. Griffin became a Senior Buyer for Trader Joe's, where he played a key role in the chain's East Coast expansion and acquired extensive knowledge for sourcing new product. They moved to Lake Tahoe in 1997 and started their own organic food delivery service where they sought to change the industry by supplying consistently great products to their customers in a timely matter to maximize freshness.

"Home delivery was fun for people at first, like opening presents on your birthday, but the need evolved into something larger," said Boudreau. Next, they opened a store - Lisa's Central Market in downtown historic Truckee - in a style reminiscent of the 1930's and 1940's; they saw a need for more personalized service in the midst of growing urbanization. Swing music plays in the background of this warehouse-style space adorned with produce crates, corrugated steel and tall Doric columns, that offers fresh, seasonal farm-direct produce and wholesome private label products in a friendly atmosphere. Growers deliver produce directly to Lisa's Central Market, arriving an average of five to seven days quicker than to larger supermarkets.

Recent demand from customers has led Lisa and Mark to a second, bigger store, set to open in March in Reno, Nev., and plans are already in the works for a third location. Investors and banks have taken interest in the Lisa's Central Market fresh approach in a billion dollar industry. The Reno store will offer over 50 private label products, a unique daily menu of takeaway items served straight from Lisa's Kitchen and juice squeezed fresh on the premises at Lisa's Juice Stand, in addition to the best produce around. Boudreau and Griffin credit the entire team, from core employees to investors, for their success. "Everyone coming together and sharing a vision has helped the business grow in ways we never expected," said Griffin.

For more information on Lisa's Central Market, call 530-582-2280 or visit their web site at [www.lisacentralmarket.com](http://www.lisacentralmarket.com), or stop by the Truckee store, located at 10418 Donner Pass Road.