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## **Hannaford Supermarkets & The Legends Tour announce new tournament in Maine**

Falmouth Country Club to host Hannaford Community Challenge:  
A Golf Event to Benefit Local Charities

**PORTLAND, ME, January 25, 2012** –Hannaford Supermarkets and [The Legends Tour](http://www.thelegendstour.com) announced today that they will bring a tour event featuring LPGA Legends to Maine for the first time this summer. The Hannaford Community Challenge presented by Kraft Foods will be held at Falmouth Country Club near Portland, Maine in June 2012 and will feature a field of 40 Legends playing 36 holes over two days for a \$200,000 purse. Tournament week will also include a one day pro-am, women's and junior clinics and special community events.

The Legends Tour is comprised of the greatest female golfers of all time and has over 100 members, including 10 LPGA and World Golf Hall of Fame members and its players have combined for over 600 LPGA Tour victories and 65 major championships. With 11 seasons under its belt, The Legends Tour's previous official event rosters have included Nancy Lopez, Beth Daniel, Meg Mallon, Rosie Jones and New England's own Pat Bradley, to name a few.

This will be the Tour's first step in the state of Maine and third event in partnership with Hannaford Supermarkets who presented, along with Kraft Foods, the Legends Tour's 2010 and 2011 Handa Cup match play tournaments in Portsmouth, NH.

An area native and 27-time winner on the LPGA Tour, Jane Blalock serves as CEO of The Legends Tour. "The LPGA Legends are thrilled to partner with Hannaford to bring the first world class LPGA tournament to the state of Maine," said Blalock. "We are looking forward to enjoying the greater Portland area and the challenging Falmouth Country Club Course."

In addition to bringing world class golf to Maine, Hannaford Supermarkets plans to parlay the excitement for this unique event into support for healthy communities and youth programs. Multiple charities will benefit from ticket and sponsorship proceeds, including but not limited, to The First Tee of Maine and the Good Shepherd Food Bank.

"Hannaford is very proud of the many ways we support our communities, through food bank donations, free nutrition education in our stores, and the hundreds of hours our associates dedicate to volunteerism, especially through the United Way," said Beth Newlands Campbell, president of Hannaford Supermarkets. "The Hannaford Community Challenge presented by Kraft Foods event will give us another great opportunity to give back to Maine communities."

Falmouth Country Club, a 6,879 yard par 72 built on 425 acres in 1986 is an ideal venue for The Legends Tour with its large, undulating greens and challenging, tree-lined fairways. Noted television commentator

Peter Kostis has been associated with Falmouth Country Club since its inception. FCC once featured Kostis alongside PGA Tour standouts Mark Calcavecchia, Tom Purtzer, Tom Kite, Bobby Watkins, Gary Koch, Ken Green and Davis Love in an exciting “Skins” game. The club has also hosted the New England Amateur, the Maine Amateur, the Tri-State Amateur and the 2003 USGA Amateur Qualifier. FCC is excited to host an official Legends Tour event, expecting perfect playing conditions June 21-24 for this inaugural tournament.

“From the very start, Falmouth Country Club has upheld the highest standards with regards to competitive golf,” says Club founder and Director of Golf Dick Harris. “We couldn’t be more pleased partnering with Hannaford and The Legends Tour to bring an event like this—boasting players of this caliber—to Maine.”

Tickets will be available via local charities as well as online and at the gate.

### ***About The Legends Tour***

*The Legends Tour is the Official Legends Tour of the LPGA. The tour began in 2000 by LPGA professionals to showcase the talents of some of the greatest women’s golfers of all time. The Legends Tour has over 100 members, including 10 LPGA and World Golf Hall of Fame members. Legends Tour players have over 650 combined LPGA Tour victories, including 65 major championships. In its eleven seasons, The Legends Tour has awarded more than \$9 million in prize money and helped raise more than \$11 million for charity. The Legends Tour has hosted events in Connecticut, Florida, Hawaii, Indiana, Iowa, Massachusetts, Michigan, New Hampshire, New Jersey, Wisconsin, Japan and Australia. For additional information on The Legends Tour, log on to [www.thelegendstour.com](http://www.thelegendstour.com).*

### ***About Hannaford Supermarkets***

*Hannaford Supermarkets, based in Scarborough, Maine, operates 179 stores in the Northeast. Stores are located in Maine, New York, Massachusetts, New Hampshire, and Vermont. All Hannaford stores feature Guiding Stars, America’s first storewide nutrition navigation system and most stores have full-service pharmacies. Hannaford employs more than 26,000 associates. Additional information can be found at [www.hannaford.com](http://www.hannaford.com).*

### ***About Kraft Foods***

*Kraft Foods Inc. (NYSE: KFT) is a global snacks powerhouse with an unrivaled portfolio of brands people love. Proudly marketing delicious biscuits, confectionery, beverages, cheese, grocery products and convenient meals in approximately 170 countries, Kraft Foods had 2010 revenue of \$49.2 billion. Twelve of the company's iconic brands - Cadbury, Jacobs, Kraft, LU, Maxwell House, Milka, Nabisco, Oreo, Oscar Mayer, Philadelphia, Tang and Trident - generate revenue of more than \$1 billion annually. On Aug 4, 2011, Kraft Foods announced plans to divide and create two independent public companies: a high-growth global snacks business and a high-margin North American grocery business. The transaction will take at least 12 months to complete, during which time plans regarding the structure, management, governance and other matters will be announced. A leader in innovation, marketing, health & wellness and sustainability, Kraft Foods is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index. Visit [www.kraftfoodscompany.com](http://www.kraftfoodscompany.com) and [www.facebook.com/kraftfoodscorporate](http://www.facebook.com/kraftfoodscorporate).*

### ***About Falmouth Country Club***

*Falmouth Country Club is located in the town of Falmouth, Maine—minutes from Portland and its historic seaport. Designed by noted course architect Brian Silva, Falmouth is in the midst of a restoration/renovation project under the direction of Maine architect David S. Cummings. In its near-25 year lifetime, the Club has become one of Maine’s most respected private country clubs. The Club is operated by Harris Golf, owners/operators of eight clubs in Maine including the Sunday River Golf Club, Old Marsh Country Club, Penobscot Valley Country Club and various nine-hole properties throughout the state.*