



## News Release

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### **Stater Bros. Executive Vice President Dennis McIntyre to Assume Added Role of Chief Marketing Officer (CMO)**

**San Bernardino, California (October 23, 2019)** Stater Bros. Markets is pleased to announce that **Dennis McIntyre**, current Executive Vice President - Marketing will assume the additional role of Chief Marketing Officer (CMO), effective November 4, 2019.

In his new role as Executive Vice President and Chief Marketing Officer, McIntyre will continue to report to **Stater Bros. Chief Executive Officer, Pete Van Helden**.

A seasoned executive with over 41 years of experience in the supermarket industry, McIntyre's extensive grocery career began in 1978 at Stater Bros.' South Ontario location as a Courtesy Clerk. He steadily progressed through a range of retail store positions ultimately holding the role of Assistant Store Manager.

In 1983, McIntyre was promoted to a Buyer in the Company's Marketing Department. He continued to advance to increasing levels of responsibility, excelling in the roles of Assistant Vice President of Marketing, Senior Vice President of Marketing, and Group Senior Vice President of Marketing. In 2007, McIntyre was promoted to his current position of Executive Vice President - Marketing.

"As CMO, Dennis will work toward furthering and ensuring a cohesive brand identity," said Stater Bros. CEO Pete Van Helden. "He will also be responsible for developing and leading an overarching marketing strategy across all areas of the Company to meet the Company's business goals of sales and margin growth," Van Helden added.

McIntyre recently served as President and Chairman of the Western Association of Food Chains (WAFC). Prior to this role, he served the WAFC as Vice President in addition to Education Chairperson. He is a strong advocate for developing future food industry leaders and actively supports industry-related programs such as the USC Food Industry Management Program, WAFC Retail Management Certificate program and tuition reimbursement through the California Grocers Association Educational Foundation. In recognition of his steadfast support and leadership within the food industry, McIntyre received the prestigious Torch Award from the Illuminators Educational Foundation in 2017.

#### **About Stater Bros. Markets**

Stater Bros. was founded in 1936 in Yucaipa, California, and has grown steadily through the years to become the largest privately-owned supermarket chain in Southern California and the largest private employer in both San Bernardino County and Riverside County. The Company currently operates 172 supermarkets, and there are approximately 17,000 members of the Stater Bros. Markets Family. For more information, visit [staterbros.com](http://staterbros.com).

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