

## WRIGHT 2 U

Online Shopping & Home Delivery Service

### FACT SHEET

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### Wright's Market Bringing Online Shopping to Opelika-Auburn and the Surrounding Rural Areas

With the Wright 2 U Online Shopping and Home Delivery service coming soon to Wright's Market, people in the Opelika-Auburn area and in the surrounding rural areas of Lee County, Alabama will be able to easily and conveniently order their groceries online, a service that not only saves time for people with busy lifestyles, but also saves money on transportation. For the elderly with health constraints online shopping will provide peace of mind.

#### Online Shopping Customer Features

- Accessible via desktops, smartphones, and tablets
- Works on all major browsers, including IE, Firefox, Safari, etc.
- Easy search and navigation
- Curbside pickup or home (and business) delivery
- Order notifications sent via email and text
- Customer can set favorite products
- Shop by brand
- Shop by department
- Easy reorder option
- Substitutions allowed

#### Online Shopping and Launch Details

- Wright 2 U Online Shopping and Home Delivery will serve customers in the Opelika-Auburn area and in the surrounding rural areas of Lee County, Alabama
- Initially, the Wright 2 U Online Shopping and Home Delivery service will be made available to customers in the Opelika area
- The fee for curbside pickup will be \$4.95
- The fee for home (or business) delivery will be \$9.95
- Both the curbside pickup and home delivery fees will be waived for the first 30 days during the soft launch period
- The soft launch for the Wright 2 U Online Shopping and Home Delivery has an anticipated start date of May 2
- Full online shopping operations will roll out 30 to 60 days after the soft launch