



MEDIA ADVISORY

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H-E-B Announces Plans for Brand New Round Rock Store *Fifth Round Rock H-E-B store slated to open fall of 2013*

WHAT: New Store Round Rock Announcement

WHEN: Fall 2013

WHERE: Round Rock H-E-B #5
250 University Blvd.
Round Rock, TX 78665

DETAILS: H-E-B is pleased to announce plans for a new Round Rock H-E-B store slated to open in the fall of 2013, on the NE corner of IH35 and University Drive. The new 120,000 square foot store will not be replacing any of the area's H-E-B stores, but will be a brand new store built to serve the Round Rock community.

The new store will provide customers expanded amenities in a variety of different product categories such as a Cooking Connection offering live and interactive cooking demonstrations, a Healthy Living department, sushi made fresh daily, an extensive beer and wine section, and a deli featuring many "grab and go" food items for shoppers convenience.

The new store will create more than 300 new jobs including a full management team. Staffing will begin two months prior to the store opening, likely starting in July 2013.

The new store will be part of University Commons Phase II. The first phase of University Commons opened in 2008. When complete, University Commons will have over 75,000 square feet of restaurants and retailers in addition to the new Round Rock H-E-B.

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