

MEDIA ADVISORY

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FOR IMMEDIATE RELEASE**

Two Starlight Fun Centers Dedicated to St. Luke's Children's Hospital; one from Hollywood Entertainment, one from Colgate-Palmolive and Albertson's

The Fun Centers will bring joy and laughter St. Luke's Children's Hospital's patients

What: Hollywood Entertainment and a partnership between Colgate-Palmolive and Albertson's will each place a Starlight Starbright Children's Foundation Fun Center, featuring a Nintendo Game Cube, DVD player and flat screen monitor, in St. Luke's Children's Hospital for all of the pediatric patients to enjoy.

Where: St. Luke's Children's Hospital
190 East Bannock Street
Boise, ID 83712

When: Tuesday, July 24, 1:00 pm

Please join us on Tuesday, July 24 for back-to-back Fun Center dedications!

Background: The ease with which Fun Centers roll right up to the side of young patients' beds or anywhere in a hospital setting makes them perfect for hospitalized children in numerous situations: anticipating surgery, during long outpatient clinic treatments, waiting in the emergency room, or fighting loneliness after visiting hours have ended. Fun Centers uniquely counter the isolation and fear often experienced by sick children. The Fun Center is a welcome guest, when other visitors aren't around!

St. Luke's Children's Hospital, the only children's hospital in Idaho, treats more than 50,000 children every year, including 28,000 who visit the Pediatric Emergency Department. St. Luke's Children's Hospital provides expert care to critically and chronically ill infants and children. These patients are routinely referred to St. Luke's Children's Hospital from a multi-state region for a variety of services including heart surgery, cancer treatment, orthopedics, neurological disorders, newborn intensive care, and rare infectious diseases.

Founded in 1988, **Hollywood Entertainment Corporation** a subsidiary of Movie Gallery, Inc. (Nasdaq: MOVI), operates more than 2,000 Hollywood Video retail stores and nearly 700 Game Crazy stores. Movie Gallery, Inc. is the second-largest video retailer in the United States with over 4700 stores in 50 states, Canada and Mexico. With support centers in Dothan, Alabama and Wilsonville, Oregon, Hollywood Entertainment employs more than 26,000 nationwide. Learn more about Hollywood Video at www.hollywoodvideo.com and Game Crazy at www.gamecrazy.com.

Colgate-Palmolive, found online at www.colgate.com, is a leading global consumer products company tightly focused on Oral Care, Personal Care, Household Care, Fabric Care and Pet Nutrition. In the U.S., Colgate sells its quality products under such nationally recognized brand names as Colgate, Palmolive, Mennen, Ajax, Irish Spring, Softsoap, Murphy Oil Soap, Ultra Brite and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.

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Albertsons was founded in 1939 and currently operates 535 Albertsons and Lucky supermarkets in Idaho, Montana, Southern California, Southern Nevada, North Dakota, Oregon, Utah, Washington, and Wyoming. Albertsons is part of the SUPERVALU family, which is one of the largest companies in the United States' grocery channel, with annual sales of approximately \$40 billion. SUPERVALU holds leading market share positions across the U.S. with its approximately 2,500 retail grocery locations. Through SUPERVALU's nationwide supply chain network, the company provides distribution and related logistics support services to more than 5,000 grocery endpoints across the country. SUPERVALU currently has approximately 200,000 employees. For more information about Albertsons, please visit our Web site at www.albertsons.com.

When a child or teenager has a serious medical condition, everyone in the family is affected. For more than two decades, **Starlight Starbright Children's Foundation** has dedicated itself to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Starlight Starbright's programs have been proven to distract children from their pain, help them better understand and manage their illnesses, and connect families facing similar challenges so that no one feels alone. Serving more than 180,000 children each month, Starlight Starbright's array of outpatient, hospital-based and Web offerings provide ongoing support for children and families — before, during and after medical treatment. To learn more visit www.starlight.org.

FOR MORE INFORMATION OR TO RSVP, CONTACT CATIE WARDWELL.

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