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Pathmark and 1010data Ink Deal - Expands Opportunities for Data Analysis

Carteret, New Jersey, February 13, 2007 - Pathmark Stores, Inc. (NASDAQ:PTMK), announced that it has retained 1010data, based in New York City, to provide the company with a platform for utilizing data to assist in the areas of merchandising, marketing, and store operations. The state-of-the-art data analysis and reporting solution enables key areas within Pathmark the opportunity to generate and assess important information from either a global or micro perspective.

1010data compiles detailed transactional information, and through its unique ad-hoc report generating system, affords Pathmark the opportunity to tailor the data in a variety of formats. 1010data will manage and maintain the warehouse of data for Pathmark and provide technical assistance. Pathmark is the first retail client for 1010data, whose other customers include The New York Stock Exchange, Proctor & Gamble, Goldman Sachs, Merrill Lynch, and JP Morgan.

"We are excited about the impact our solution will have at Pathmark," stated Joel Kaplan, President and CEO of 1010data. "Retailers are faced with particularly difficult data management problems due to the high volume of transactional data. Our unique technology will enable Pathmark to retain the atomic detail for flexible reporting and analysis."

Pathmark Co-President and Chief Merchandising Officer, Ken Martindale commented, "The ability to easily access and format important data will be extremely beneficial to Pathmark. We can utilize information in a variety of ways in order to better understand our customers and tailor programs to serve their needs. The capabilities of the reporting solution are impressive and its flexibility will allow us to obtain valuable insight into our business."

1010data was founded in 2000 by pioneers of large-scale data systems in finance to provide the next-generation of data warehousing capabilities to companies in finance, retail, CPG and healthcare. Companies select 1010data for its revolutionary speed, ease-of-use, quick implementation, ability to handle large amounts of data, and delivery as a managed solution.

Pathmark is a leading regional supermarket chain currently operating 141 stores in the New York, New Jersey and Philadelphia Metropolitan areas. Additional information about Pathmark may be found at its website, www.pathmark.com.