

## News Alert

### **Freeborn & Peters LLP Selected as Counsel to the Official Committee of Unsecured Creditors of PRM Family Holding Company, LLC (“PRM”)**

**CHICAGO – July 10, 2013** – Freeborn & Peters was selected as counsel to the Official Committee of Unsecured Creditors of PRM Family Holding Company, LLC (“PRM”), a regional grocer located in Arizona with eleven supermarkets located in four Southwestern states. PRM, operating under the Pro’s Ranch Market name, focuses on the large Hispanic populations in the areas it serves. PRM has been recognized throughout the grocery industry for its innovative practices, and was recently recognized as the Arizona Retailer of the Year in 2012 by the Arizona Food Marketing Alliance.

Freeborn & Peters’ experience in the food industry and extensive knowledge of the Perishable Agricultural Commodities Act (“PACA”) and the Packers & Stockyard Act (“PASA”) statutes were key factors in the selection as counsel by the Committee. The Debtors estimate more than seven million dollars in pre-petition claims potentially subject to PACA.

Freeborn & Peters is working with PRM to analyze and vet the numerous PACA claims filed in the case and with PRM, its lenders and other parties-in-interest in developing a sale or restructuring strategy that will maximize estate value for general unsecured creditors.

#### **ABOUT FREEBORN & PETERS**

Freeborn & Peters LLP is a full-service law firm, headquartered in Chicago, with international capabilities. Freeborn is always looking ahead and seeking to find better ways to serve its clients. It takes a proactive approach to ensure its clients are more informed, prepared and able to achieve greater success – not just now, but also in the future. While the firm serves clients across a broad range of sectors, it has also pioneered an interdisciplinary approach that serves the specific needs of targeted industries, including food, transportation, and insurance and reinsurance.

Freeborn is a firm that genuinely lives up to its core values of integrity, caring, effectiveness, teamwork, and commitment, and embodies them through high standards of client service and responsive action. Its lawyers build close and lasting relationships with clients and are driven to help them achieve their legal and business objectives. For more information, please visit [www.freeborn.com](http://www.freeborn.com).