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Petty's Fine Foods First Oklahoma Grocer to Unveil Commercial Smart Phone Application

Version 1.0 app makes shopping easier for iPhone, iPod touch users

Tulsa, Okla. – [Petty's Fine Foods](#), Tulsa's oldest family-owned and -operated specialty grocer, is Oklahoma's first grocery store to market with a commercial application for the iPhone and iPod touch.

"In today's fast-paced society, Petty's continues to look for new ways to provide value to our customers, who are becoming increasingly tech-savvy," said Petty's President Scott Petty. "Like Facebook and Twitter, this app is yet another tool to help customers better connect with Petty's and enhance their relationship with us."

The Petty's app allows users to view current sales on products and identifies the aisle location of the sale items. The app also provides exclusive, bimonthly offers on featured products to users via scannable barcodes. Users can easily contact Petty's staff via e-mail or Twitter from each app screen.

The Version 1.0 app was designed by Tulsan Gerald Buckley, founder of [Grocio.com](#), a free grocery price comparison Web site, to make shopping easier and more convenient for Petty's customers. Buckley submitted the app to Apple's App Store and received approval in early February.

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Users can download a free tutorial video for the Petty’s app at www.pettysfinefoods.com. The grocery store plans to make future versions of the app available for Blackberry and Android platforms and add features that will continue to enhance customers’ shopping experiences, Petty said.

“There are no limits to what we can do with this technology,” he said. “We want to make the app as usable as possible, so we look forward to receiving user feedback.”

iPhone and iPod touch users can visit the [Apple Store](#) to download the Petty’s app for \$0.99.

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About Petty’s Fine Foods

Established in 1945, Petty’s Fine Foods is located in Tulsa’s historic [Utica Square](#) shopping center. In addition to fresh produce and meat, the store stocks imported, ethnic and gourmet food items and offers specialty services including catering, grocery delivery, special orders and gifting. Petty’s also has an in-store bakery, deli and sushi bar.

About Grocio.com

Tulsa-based Grocio.com is an online grocery comparison shopping service. Internet users can create free accounts on grocio.com to compare food item prices among grocery stores in their areas and access downloadable or printable coupons. The site also notifies users about local grocery sales – all with the goal of helping families save more of their hard-earned cash.