GREEN BAY, Wis.—Shopko has announced that store-wide savings are under way at the Iron River Pamida store as it prepares to begin its conversion to Shopko Hometown.

The liquidation sale began Sunday, April 15, with customers seeing savings of up to 30 percent off all items in many departments, including apparel, shoes, sporting goods, toys, bed and bath, furniture, electronics and many more.

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"This liquidation sale is the first step in the conversion process from Pamida to Shopko Hometown, and this means great deals for our customers as we look to clear out the existing merchandise to make way for Shopko Hometown's enhanced merchandising mix," said Paul Jones, Shopko president, chairman and CEO.

"We are eager to be one step closer to bringing the Shopko Hometown experience to Iron River. The Shopko Hometown format has already been overwhelmingly embraced by customers in seven markets where we have already converted stores."

Shopko Hometown combines Shopko's strong reputation of health services and customer service with a broad and dynamic offering of strong national brands and high-value private label brands of apparel, home furnishings, toys, consumer electronics, seasonal items and lawn and garden products--all in attractive, well laid-out, easy-to-shop store formats that range from 15,000 to 35,000 square feet, said Jones.

As with all sales, the selection will be best early on, so shoppers are encouraged to take advantage of the deals early.

Shopko will invest approximately $80 million into Pamida store conversions, which occur in phases through the end of the year.

Once the liquidation sale is complete, the store conversion will take approximately five to six weeks from start to finish and will include new interior and exterior signage, updated and supplemented fixtures, improved store design and layout as well as an expanded merchandise mix.

Shopko is owned by affiliates of Sun Capital Partners Inc., a leading private investment firm focused on leverage buyouts, equity, debt and other investments in market-leading companies.

Founded in 1962 and headquartered in Green Bay, Shopko Stores Operating Co. LLC is a $3 billion retailer that operates almost 350 stores in 22 states throughout the Midwest, Mountain, North Central and Pacific Northwest regions.

Retail formats include 134 Shopko stores, providing quality name-brand merchandise, great values, pharmacy and optical services in small to mid-sized cities; five Shopko Express Rx stores, a convenient neighborhood drugstore concept; and 10 Shopko Hometown locations, a smaller concept store developed to meet the needs of smaller communities.

In addition, Shopko is in the process of converting over 170 recently-acquired stores and pharmacies to the Shopko brand.

For more information, visit www.shopko.com .