News Release

Kroger Board of Directors Declares Quarterly Dividend

CINCINNATI, March 11, 2010 /PRNewswire via COMTEX/ -- The Kroger Co.'s (NYSE: KR) Board of Directors today declared a quarterly dividend of $0.095 per share to be paid on June 1, 2010 to shareholders of record as of the close of business on May 14, 2010.

Kroger, the nation's largest traditional grocery retailer, employs more than 334,000 associates who serve customers in 2,468 supermarkets and multi-department stores in 31 states under two dozen local banner names including Kroger, City Market, Dillons, Jay C, Food 4 Less, Fred Meyer, Fry's, King Soopers, QFC, Ralphs and Smith's. The Company also operates 777 convenience stores, 374 fine jewelry stores, 893 supermarket fuel centers and 40 food processing plants in the U.S. Kroger, headquartered in Cincinnati, Ohio, focuses its charitable efforts on supporting hunger relief, health and wellness initiatives, and local organizations in the communities it serves. For more information about Kroger, please visit www.kroger.com.

SOURCE The Kroger Co.