News Release

Kroger to Participate in The 2010 Morgan Stanley Retail Field Trip

CINCINNATI, March 10, 2010 /PRNewswire via COMTEX/ -- The Kroger Co. (NYSE: KR) will participate in the 2010 Morgan Stanley Retail Field Trip on Wednesday, March 17, 2010. Mike Schlotman, Kroger senior vice president and chief financial officer, will address investors.

The presentation will be broadcast online beginning at 8:00 a.m. (ET) at http://www.thekrogerco.com/finance/financialinfo_investorconferencecalls.htm. Click on "Investor Webcasts" to access the event. The presentation will be available in an archived format for one week following the conference.

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.