Kroger Announces Appointment of Senior Vice President of Merchandising

CINCINNATI, June 20, 2011 /PRNewswire via COMTEX/ --

The Kroger Co. (NYSE: KR) announced today that Michael J. Donnelly has been named Senior Vice President of Merchandising. Mr. Donnelly has been President of the company's Ralphs Grocery Company division, based inLos Angeles, CA, since August 2007.
In his new position, Mr. Donnelly will lead all merchandising and procurement for Kroger.

Mr. Donnelly held a number of leadership positions in the company before becoming president of Ralphs, one of Kroger's largest retail operating divisions. He began his career in the grocery business with Fry's ofCalifornia in 1978. In 1989, he moved to Arizona as a district manager for Fry's and later became vice president of merchandising. Mr. Donnelly led the Fry's division as president from 2000 until 2002 when he was appointed group vice president for drug/GM at Kroger's general office in Cincinnati. He returned to Fry's in 2003 and remained there as president of the Arizona-based division until he was appointed president of Ralphs in 2007.
"We are very pleased to have Mike join our team as our senior vice president of merchandising. He is well respected within our company and the industry for his merchandising excellence,"
said Rodney McMullen, president and chief operating officer of Kroger. "Mike's extensive industry experience will help Kroger continue to build and strengthen our partnerships with suppliers and vendors that are so important to Kroger's success."
Mr. Donnelly will also join the board of dunnhumbyUSA, the leader in personalizing customers' experience of retailers and brands. He will relocate to Cincinnati mid-summer. He will remain a member of the Coca-Cola Retailing Research Council.
Kroger, the nation's largest traditional grocery retailer, employs more than 338,000 associates who serve customers in 2,449 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 785 convenience stores, 359 fine jewelry stores, 1,035 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.