Kroger Raises $1.5 Million to Support Troops and their Families

CINCINNATI, Oct. 6, 2011 /PRNewswire via COMTEX/ --

The Kroger Co. (NYSE: KR) announced today that *Honoring Our Heroes*, its campaign to celebrate and thank the men and women of the armed forces, raised $1.5 million to support the work of the USO, which this year marks its 70th Anniversary.

"We are forever grateful to our military men and women and their families for their service and sacrifice," saidLynn Marmer, group vice president of corporate affairs for Kroger. "The spirit of giving displayed by Kroger's customers and associates in this year's *Honoring Our Heroes* campaign exceeded our expectations. Their generosity will support the USO's work to lift the spirits of America's troops and their families."

The funds were raised in partnership with customers and associates through a variety of in-store activities at the Kroger family stores across the country. A special website, www.honoringourheroes.com, allowed visitors to share photos or send messages of support to their own military heroes. Participating stores offered a commemorative reusable shopping bag, with proceeds benefitting the organization.

Two key suppliers, Procter & Gamble and Anheuser Busch, participated in the program and contributed$250,000 each in conjunction with special sales programs in Kroger stores.

All of the funds raised will support the broad range of programs and services the USO provides to service members, their families and our veterans. A private, nonprofit organization, the USO provides programs, services and entertainment events to enhance the quality of life for America's military personnel and their families. Currently, the USO operates more than 160 locations in 14 countries (including the U.S.) and 27 states.

About Kroger

Kroger, the nation's largest traditional grocery retailer, employs more than 338,000 associates who serve customers in 2,439 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 788 convenience stores, 361 fine jewelry stores, 1,046 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.

About the USO

The USO (United Service Organizations) lifts the spirits of America's troops and their families millions of times each year at hundreds of places worldwide. We provide a touch of home through centers at airports and military bases, top quality entertainment and innovative programs and



services. We also provide critical support to those who need us most, including forward-deployed troops and their families, wounded warriors and their families and the families of the fallen.

The USO is a private, non-profit organization, not a government agency. We rely on the generosity of our volunteers and donors. In addition to individual donors and other corporate sponsors, the USO is supported by Worldwide Strategic Partners: American Airlines, AT&T Inc., BAE Systems, The Boeing Company, Clear Channel Communications, The Coca-Cola Company, Lockheed Martin, Microsoft Corporation, Northrop Grumman Corporation, Procter & Gamble and TriWest Healthcare Alliance. We are also supported through the United Way and Combined Federal Campaign (CFC-11381). To join us in this patriotic mission and to learn more about the USO, please visit www.uso.org.
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