Kroger Ranks Among the Top 50 Organizations for Multicultural Business Opportunities

CINCINNATI, Jan. 16, 2012 /PRNewswire via COMTEX/ --The Kroger Co. (NYSE: KR) today was honored to be named one of the "Top 50 Organizations for Multicultural Business Opportunities" by DiversityBusiness.com.

Kroger was selected by more than 1.2 million women and minority-owned business owners who voted in an online election to name the Div50 - a listing of the top 50 corporate and organizational buyers of diversity products and services throughout the U.S. This is the third consecutive year that Kroger has received this recognition.

"Kroger is honored to be selected as one of the top 50 companies for creating multicultural business opportunities," said Reuben Shaffer, Kroger's chief diversity officer. "We are inspired daily to foster a diverse, respectful and inclusive business by the nearly 1,000 minority and women-owned businesses we work with. What makes this recognition so important to us is that the Div50 is directly selected by diversity business owners in the U.S."

Kroger has been a leader in supplier diversity in all aspects of its business for more than 30 years. Kroger currently spends more than $1 billion annually with diversity businesses.

The full list of the Div50 can be found here:http://www.diversitybusiness.com/Resources/DivLists/2012/DivTop50/2012Div50C.htm.

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 796 convenience stores, 363 fine jewelry stores, 1,067 supermarket fuel centers and 40 food processing plants in the U.S. Kroger was recognized by Forbes as the most generous company in the U.S. The company focuses its charitable efforts on supporting hunger relief, breast cancer awareness, the military and their families, and more than 30,000 schools and grassroots organizations in the communities it serves. Kroger contributes food and funds equal to 125 million meals a year through its partnership with more than 80 Feeding America food banks. For more information about Kroger, please visitwww.kroger.com.

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