# New Event Time: Kroger to Participate in the Morgan Stanley 2012 Retail Field Trip

**Event Format and Time Changed to Q&A at 7:30 AM on March 21**

CINCINNATI, March 19, 2012 /PRNewswire/ -- The Kroger Co. (NYSE: KR) will participate in the Morgan Stanley2012 Retail Field Trip on Wednesday, March 21, 2012. Mike Schlotman, Kroger senior vice president and chief financial officer, will address investors.

**The format and time of the session has been changed. It will now be a Q&A session that will be broadcast live over the Internet beginning at 7:30 a.m. (ET)**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 339,000 associates who serve customers in 2,435 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 791 convenience stores, 348 fine jewelry stores, 1,090 supermarket fuel centers and 39 food processing plants in the U.S. Recognized by Forbes as the most generous company in America, Kroger supports 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 more than 80 Feeding America food bank partners. For more information, please visit www.kroger.com.

SOURCE The Kroger Co.

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