Kroger Invites Customers to Join in Honoring Our Heroes

Shoppers can SAVE money and SUPPORT our troops by participating in special May sales event

CINCINNATI, May 7, 2012 /PRNewswire/ -- The Kroger Co. (NYSE: KR) Family of Stores invites customers to support men and women in the armed forces and their families by participating in the *Honoring Our Heroes*sales event in May.

For a limited time in May, when customers use their shopper's card to buy 10 participating items in a single transaction, they will save four dollars instantly and Kroger will donate an additional one dollar to the USO.

Shoppers can choose from hundreds of participating national and corporate brand items in departments throughout the store.

Kroger hopes to generate a more than $1 million donation to the USO, driven by customer purchases, during the two-week sales event. Because start and end dates vary by region customers are encouraged to check their local store for details.

Kroger is also making it easier to support the troops online. By visiting www.honoringourheroes.com, customers can volunteer with the USO, make a donation or write a note to a service member. They also can learn more about the USO and Kroger employees who serve in the armed forces.

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. Since 2010, Kroger has provided nearly $2 million to support the USO.

About Kroger

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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