News Release

Kroger Extends Summer Fuel Savings Promotion through December

CINCINNATI, Aug. 30, 2012 /PRNewswire/ -- The Kroger Co. (NYSE: KR) announced today that customers will be able to earn and redeem their fuel points to save up to $2.00 off per gallon at Kroger Family of Stores Fuel Centers through December 31st, extending its popular summer savings program through the fall and holiday seasons.

Kroger's promotion doubles the maximum points redeemable for a discount. Customers will continue to earn and redeem up to 2000 fuel points through regular purchases and special offers through December 31, 2012, a three-month extension of the current promotion.

"At our customers' request we are pleased to extend our special offer doubling potential fuel savings up to $2.00 per gallon through the busy fall and holiday shopping seasons," said Michael J. Donnelly, Kroger's senior vice president of merchandising.

Kroger offers customers many ways to earn fuel points every day:

Customers can earn 100 fuel points for every $100 in groceries purchased. Now, up to 2000 points can be redeemed for up to $2.00 in savings – at Krogerfuel centers in one fill up.

Buy Gift Cards, Use Like Cash, Save on Fuel. Most gift cards earn double points every day – for every purchase of $50 in gift cards from Kroger's Gift Card Mall, customers receive 100 fuel points. For a limited time, **Kroger is offering quadruple fuel points on most gift cards** as part of our back to school savings event.

When they use the Kroger 1-2-3 Rewards Visa, they can earn an additional 5 cents off the cost of a gallon when they redeem points. **New cardholders can save 25 cents a gallon** during their first three months as cardholders when they redeem at least 100 fuel points.

Receive fuel points on every prescription, see pharmacy for details.

Points can be earned and redeemed at most but not all Kroger Family of Stores locations, and restrictions vary by local market. For example, accumulation of fuel points for savings above 10 cents per gallon is not available at Kroger fuel centers in Alabama, Louisiana and Missouri due to regulatory restrictions; accumulation is also not available at Fred Meyer and QFC stores in Oregon and Washington State and Ralphs stores in California. For full details, we encourage customers to check out the *Rules of the Road* at www.kroger.com/fuel or our other banner websites – such as www.dillons.com/fuel andwww.kingsoopers.com/fuel.

Kroger, one of the world's largest retailers, employs more than 339,000 associates who serve customers in 2,425 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 789 convenience stores, 337 fine jewelry stores, 1,109 supermarket fuel centers and 38 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 160 million meals a year through more than 80 Feeding America food bank partners. For more information please visit Kroger.com.
SOURCE The Kroger Co.

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