# News Release

## Kroger Honored by Third Annual Million-Dollar Club Selection

**Company Recognized for Supporting Hispanic Suppliers**

CINCINNATI, Oct. 5, 2012 /PRNewswire/ -- The Kroger Co. (NYSE: KR) proudly announced today its membership in the United States Hispanic Chamber of Commerce Million Dollar Club.
Introduced by the United States Hispanic Chamber of Commerce (USHCC) in 2010, the USHCC Million Dollar Club recognizes corporations that are leaders in supplier diversity and integrating Hispanic Business Enterprises into their strategic sourcing and procurement process. Corporations qualify by spending between $25 million to over $500 million with Hispanic suppliers in the previous year.
This is Kroger's third consecutive year of qualifying for membership. The company was inducted in the $250 to $500 million annual expenditure category.
"Kroger is honored to be selected for membership in the Million Dollar Club," said Reuben Shaffer, Kroger's chief diversity officer. "Our partnerships with diverse suppliers help us meet our customers' needs and create employment opportunities in the local communities we serve."
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 and remains a member of the *Billion Dollar Roundtable*.
In addition, Kroger's director of corporate supplier diversity, Denise Thomas, was recently named a 2012 Top 30 Champion of Diversity by DiversityPlus Magazine in recognition of her leadership in growing women and minority-owned business enterprises.

**About The Kroger Co.**

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 788 convenience stores, 342 fine jewelry stores, 1,124 supermarket fuel centers and 37 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.

**About the United States Hispanic Chamber of Commerce**

Founded in 1979, the USHCC actively promotes the economic growth and development of Hispanic entrepreneurs and represents the interests of nearly 3 million Hispanic-owned businesses in the United States that combined generate in excess of $400 billion annually. It also serves as the umbrella organization for more than 200 local Hispanic chambers in the United States and Puerto Rico. For more information, visit www.ushcc.com.

SOURCE The Kroger Co.

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