News Release

Kroger To Participate In Morgan Stanley Retail & Restaurant Conference

CINCINNATI, March 28, 2013 /PRNewswire/ -- The Kroger Co. (NYSE: KR) will participate in the Morgan Stanley 2013 Retail & Restaurant Conference & Field Trip on Thursday, April 4, 2013. Mike Schlotman, Kroger senior vice president and chief financial officer, will address investors. The presentation will be broadcast live over the Internet beginning at 10:40 a.m. (ET) at http://ir.kroger.com/phoenix.zhtml?c=106409&p=irol-presentations. Click on "Webcasts" to access the event. The presentation will be available in an archived format for one week following the conference.

Kroger, one of the world's largest retailers, employs 343,000 associates who serve customers in 2,424 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 786 convenience stores, 328 fine jewelry stores, 1,169 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. Kroger contributes food and funds equal to 160 million meals a year through more than 80 Feeding America food bank partners. A leader in supplier diversity, Kroger is a proud member of the *Billion Dollar Roundtable* and the U.S. Hispanic Chamber's *Million Dollar Club*.

SOURCE The Kroger Co.

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