News Release

Kroger Announces Retirement of Turkey Hill Dairy President Quintin Frey

CINCINNATI, May 28, 2013 /PRNewswire/ -- The Kroger Co. (NYSE: KR) today announced the retirement of Quintin Frey, president of Turkey Hill Dairy.

Mr. Frey began his career with Kroger at Turkey Hill Dairy in 1980 as a management trainee. He served in a variety of leadership roles before being promoted to serve as president in 1991.

"Quintin has been a great ambassador for the Turkey Hill brand and an important part of the Kroger leadership team," said David B. Dillon, Kroger's chairman and chief executive officer. "The Kroger family extends our thanks and best wishes to Quintin and his family."

During Mr. Frey's 22 years as president, Turkey Hill tripled in size and profitability and now sells products in 49 states, a dozen countries and three continents.

About Kroger

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*.

About Turkey Hill

Located in the rich farming country of Lancaster County, Pa., Turkey Hill Dairy produces the fourth largest-selling premium ice cream brand and one of the leading refrigerated iced tea brands in the nation. The dairy sells its products in a market that extends along the East Coast from Maine to Florida – and as far west as Oregon, Washington and Alaska. For more information about Turkey Hill, visit www.turkeyhill.com.

SOURCE The Kroger Co.

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