News Release

Kroger Extends Partnership With USO To Support Our Troops

Honoring Our Heroes Campaign Will Provide $2.3 Million To Assist Military Programs

CINCINNATI, May 24, 2013 /PRNewswire/ -- The Kroger Co. (NYSE: KR) Family of Stores proudly extends its partnership with the USO to celebrate and thank the men and women of the armed forces and their families.

Kroger's *Honoring Our Heroes* campaign in stores will provide $2.3 million to support the USO's broad range of programs that assist service members and their families.

Beginning May 28 and during the following two weeks, store-wide promotions will feature hundreds of popular products at special sale prices. Customized shelf tags will highlight participating items, including Kroger's own products and items from key partners including Unilever, Coca Cola, Kraft, Nestle, Frito Lay, Procter & Gamble, ConAgra and Dannon. Because start and end dates vary by region customers are encouraged to check their local store for details.

All of the funds raised will support the broad range of programs and services the USO provides to service members, their families, wounded, ill and injured troops, 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 wherever they serve. Since 2010, Kroger has provided more than $5 million to support the USO.

The sales event is just one element of Kroger's year-round commitment to supporting members of the military and their families. Throughout the summer, returning service members in communities served by the Kroger Family of Stores will be treated to a Welcome Home meal of Kroger deli chicken and Coca-Cola.

Customers and associates of the Kroger family of stores will be able to show their support for our service men and women at various times during the summer by donating spare changed in specially-marked coin boxes at check stands, or by rounding up their purchases at registers.

Last year, Kroger announced a major commitment to hiring veterans, including joining more than 90 other companies in the "100,000 Jobs Mission." The program has a collective goal of hiring more than 100,000 transitioning service members and military veterans by 2020. Since 2009, more than 17,000 veterans have joined the Kroger company.

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.

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*. SOURCE The Kroger Co.

Media: Brendon Cull (513) 762-1304, or Investors: Cindy Holmes (513) 762-4969