

Laura,

Thanks for reaching out to confirm. I really appreciate it.

As you've read and heard, Kroger will be implementing a new coupon policy in the Dallas-Fort Worth and East Texas areas on Wednesday, September 14, 2011.

Kroger remains committed to offering low prices and we are constantly working to bring customers the most value for their grocery shopping dollar. Investing additional resources into lowering more everyday prices is a key focus for us in Texas. As a result, we have made the decision to discontinue our practice of doubling (up to 50¢) and tripling (up to 39¢) manufacturer coupons in the Dallas-Fort Worth and East Texas markets to direct those resources into our pricing initiatives.

Texas Kroger stores introduced the double-triple program in the 1980s at a time when digital coupons and other savings programs did not exist. Coupon options have rapidly changed over the past few years and customers now have more opportunities than ever before to save at Kroger through our:

- Digital coupon center that features over 100 e-coupons daily on [kroger.com](http://kroger.com)
- Mobile phone coupon app for smartphones and tablet devices
- \$4/\$10 generic drug pricing (includes pet medications)
- Sales events such as mega event and cart busters
- Fuel savings program that offers up to \$1 off per gallon
- 10% senior discount for shoppers 59 and older on Kroger-brand items
- Everyday 25% discount on cosmetics
- “Pick 6” 10% wine discount

**Kroger stores in Texas will continue to accept manufacturer coupons at face value as well as other coupons such as Catalinas, printables and electronic coupons to help shoppers maximize their savings.**

Kroger operates as 18 separate divisions across the country. The coupon policy change only applies to Kroger stores in Texas. Each Kroger division offers various savings programs to assist their shoppers. Programs and policies are tailored to suit customer needs in specific markets.

I've attached the latest coupon policy for the Texas market and FAQs. Feel free to post the documents on your blog.

I'm available to answer any questions you or your followers have. I look forward to your continued patronage and personally working with you through this transitional period to help you continue to save money at Kroger.

Best,  
Kristal

Kristal Howard  
Public Relations Manager, Southwest Division