

Kroger's New Line of Fresh Salads Enables Customers To Learn the Origin of the Produce Through Exclusive Technology

CINCINNATI, Ohio, October 28, 2009 – Kroger's new line of its own fresh salads includes new technology on the packaging that enables customers to learn where the produce was grown as part of Kroger's "Quality You Can Trace"SM program.

As shoppers become more interested in the nutrition, origin and quality of the food they purchase, The Kroger Co. (NYSE: KR) has teamed with HarvestMark, the leading system in food traceability, to give customers an easy way to learn more about where the produce used in Kroger salads was grown.

Fresh Selections by Kroger are quality, pre-washed ready-to-serve packaged salads available in produce departments in Kroger's family of stores. Priced from \$.99 to \$4.99, depending on the variety and the market, Kroger's Fresh Selections are the only salads with HarvestMark technology sold in the U.S today. Each bag carries a 16-digit code shoppers can enter at HarvestMark.com to learn more about the salad's origin, packing location, ingredients, date and time the product was packed. Customers can also offer their feedback on the product.

Kroger continues to be a leader in offering customers innovative food safety tools and resources, said Joe Grieshaber, group vice president of Kroger's meat, seafood, deli and produce departments. Kroger's partnership with HarvestMark follows industry-leading notification systems Kroger established two years ago to notify customers of certain product recalls. Earlier this year, Kroger-owned stores launched a "Safe Grilling" campaign to remind customers about the four keys to safe grilling: Chill, Clean, Separate and Cook.

"Food safety is a top priority at Kroger. Our partnership with HarvestMark makes it easy for customers who are interested to learn more about the food they purchase for themselves and their families. Kroger is committed to helping our customers prepare safe and delicious meals for their families," Grieshaber said. "We look forward to continuing to offer our customers innovative and affordable food safety technology."

Kroger, the nation's largest traditional grocery retailer, employs more than 326,000 associates who serve customers in 2,470 supermarkets and multi-department stores in 31 states under two dozen local banner names including Kroger, Ralphs, Fred Meyer, Food 4 Less, Fry's, King Soopers, Smith's, Dillons, QFC and City Market. The Company also operates 768 convenience stores, 388 fine jewelry stores, 818 supermarket fuel centers and 40 food processing plants in the U.S. Kroger, headquartered in Cincinnati, Ohio, focuses its charitable efforts on supporting hunger relief, health and wellness initiatives, and local organizations in the communities it serves. For more information about Kroger, please visit www.kroger.com.

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Kroger Contacts:

Media: Meghan Glynn (513) 762-1304

Investors: Carin Fike (513) 762-4969