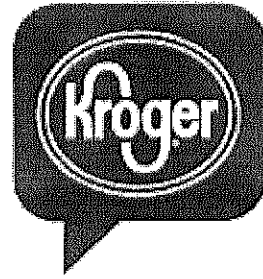


Eligible Organizations

Kroger Community Rewards is open to organizations that are tax exempt under 501(c)(3) of the Internal Revenue Code. Participants include school groups, church and synagogue groups, youth sports, animal support groups and many others. Kroger does not make donations to individuals.



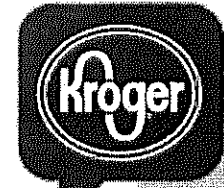
Learn more at

KrogerCommunityRewards.com

Or, call Kroger Customer Communications
at **1-800-294-4438**

cincinnaticommunityrewards@kroger.com

We're giving **\$4,000,000** to local organizations



community rewards

The Kroger
Community Rewards
Program was
designed to be the
easiest fund-raising
program in town –
simply swipe your
Kroger Plus Card!

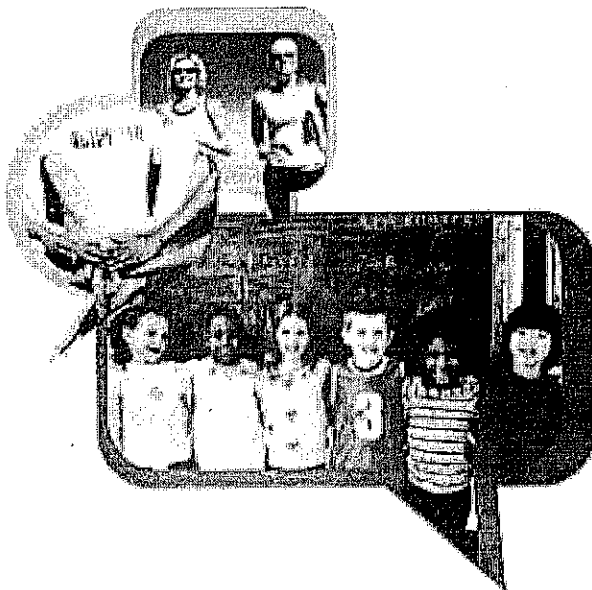


And you can help!

Shop, Swipe Your Plus Card & Earn Rewards for Local Organizations

Use Your Plus Card to Help Organizations Grow

Helping local nonprofits is easy! **Simply enroll your Kroger Plus Card online at KrogerCommunityRewards.com.** Once you've successfully enrolled, the organization you've chosen will earn rewards on all eligible purchases you make using your Kroger Plus Card. Kroger will award up to \$1 million per quarter, with participating organizations able to earn a maximum of \$50,000 each quarter.



Community Commitment

For more than 130 years, Kroger has been committed to supporting the communities we serve. In the Cincinnati/Dayton area alone, we have helped more than 2,500 nonprofit organizations raise funds to help support their causes.

We've seen firsthand how the recent economic challenges have impacted local organizations. That's why Kroger is donating \$4 million to assist local charitable organizations of all sizes through the Kroger Community Rewards Program.

Your Kroger Plus Card can be linked to only one organization at a time. However, you can change your nonprofit organization designation online at any time. You must re-register each year during the month of April.

Kroger will pay up to \$1,000,000 on a quarterly basis to participating organizations based on their percentage of spending as it relates to the total spending of all participating Kroger Community Reward organizations.

Qualifying Purchases

You can earn rewards on almost anything, every time you shop. However, there are specific purchases that cannot be included. Alcohol, tobacco, government-assisted Rx purchases, postage stamps, Kroger gift cards, reloadable gift cards and debit cards, lottery and promotional tickets, Western Union, fuel and sales tax are excluded from eligible purchases. Eligible Pharmacy purchases include out-of-pocket co-pays for non-government-assisted Pharmacy programs.

Year after year,
local schools,
churches and
other nonprofit
organizations will
earn millions of
dollars through
our Community
Rewards Program.