



N E W S R E L E A S E

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No Secrets Here, Meijer Shouts its Holiday Prices

Shoppers don't have to wait as supercenter Meijer tells shoppers what deals to expect for "Black Friday" shopping

Nov. 12, 2007 – Grand Rapids, MI - Midwest Supercenter Meijer is re-writing the rules of "Black Friday" shopping by releasing its special holiday sale pricing a full ten days before the Thanksgiving holiday. The announcement was made today by Stacie Behler, vice president of public affairs for the Grand Rapids-based retailer.

"Thanksgiving weekend generates more excitement than any other shopping time of the year," said Behler. "Normally, retailers try their best to keep their special prices secret as long as possible. However, we are so proud of our great prices and special offerings this year, we just didn't want to wait."

Meijer, which is open on Thanksgiving, has unveiled three separate holiday ads of super savings so its customers won't have to wait to discover what they can save during the busiest shopping weekend of the year. Beginning today, Meijer ads for Thursday, Friday and Saturday can be found in all 181 Meijer stores and at www.Meijer.com by clicking on the "weekly ad" link, and include more than 400 specific items with special holiday prices, many at more than 50% off.

Meijer's holiday ads tell the story of this holiday hottest wish-list items, loaded with electronics, jewelry and toys.

On Thanksgiving Day, starting at 6:00a.m., Meijer shoppers can stop in before kicking into full food-prep mode and begin their holiday savings on a variety of items, including:

- Save \$300 on a 32 inch High Definition LCD TV, selling for only \$399.99.
- Save \$80 on a 3.5 inch GPS Navigation unit, selling for only \$99.99.
- Grab a new IPOD Nano in silver for \$149.99 and receive a \$50.00 Meijer gift card.
- 75% off all 10 and 14 karat gold jewelry.
- PS3, X360 or Wii Video Games priced \$39.99 or less are buy one get one 50% off.

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After the turkey is gone and the football games are over, Meijer customers can stop in on Friday and save even more from 5:00 am until noon.

- Save \$180.00 on a 20 inch LCD TV, get it for only \$149.99.
- Save \$350 on a Sylvania 37 inch High Definition LCD TV, selling for only \$499.99
- A 4.3 inch Magellan GPS for only \$199.99, that's a \$200 savings!
- Hasbro games, like Monopoly, Catchphrase and many more are buy one get one free.

The weekend has only started and at Meijer, Saturday specials will begin at 5:00 a.m. and include:

- Grab a Kodak Easy Share Digital Camera for only \$199.99, a savings of \$50.00.
- Diamond and Gemstone jewelry in 10 and 14 karat gold is all 75% off.
- Bratz Babyz Dolls are buy one get one free.

Meijer customers can check out the ads for hundreds of additional doorbuster deals at www.Meijer.com and click on the "weekly ad" link. Quantities are limited so customers must act quickly.

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About Meijer: Meijer is a Grand Rapids, Mich.-based retailer that operates 181 supercenters throughout Michigan, Indiana, Illinois, Ohio and Kentucky. As the inventor of the "one-stop shopping" concept, Meijer stores have evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive electronics departments, garden centers and apparel offerings. Additional information on Meijer can be found at www.meijer.com