



N E W S R E L E A S E

FOR IMMEDIATE RELEASE
December 17, 2007

CONTACTS: Frank Guglielmi (616) 826-6747
Frank.Guglielmi@meijer.com

Last Minute Shoppers Trend Toward Digital Photo Gifts

Meijer's New HP Powered Photo Department Changes Gift-Giving Options

Grand Rapids, MI - Last-minute holiday shoppers are taking advantage of a variety of new gift options with the launch of Meijer's all new digital photo department, powered by Hewlett Packard. The Midwest supercenter retailer recently unveiled its new system and has seen it quickly become a favorite holiday stop among its customers.

"Photographs are something everyone enjoys," said Pete Heinz, merchandising manager for Meijer's photo department. "With the new options available through our advanced HP printing systems, we are seeing a strong trend toward personalized photo posters, calendars and collage photo books becoming the gift of choice for people scrambling for last-minute holiday gift ideas."

Meijer launched its all-new photo system in late November. The new department, called "Meijer Photo powered by HP," utilizes HP's state-of-the-art digital equipment to allow Meijer customers to create a wide variety of personalized photo products, most available in one hour. The equipment includes easy-to-use touchscreen kiosks that enable Meijer shoppers to create their own products in minutes using a variety of templates and their own personal photos. Meijer's new photo department also provides a web-based interface, allowing customers to create a broader selection of prints and photo gifts on-line and either pick them up at their local Meijer store the same day or have them shipped to their home. These popular items include photo mugs, t-shirts and blankets.

"In addition to posters, calendars and photos books, our customers also now have the opportunity to create personalized holiday cards, allowing them the flexibility to create cards with their own images right up until the 11th holiday hour," said Heinz. "We are seeing customers still coming in to our stores in the middle of December to get holiday cards personalized with their family photos."

-more-

Digital photo products available from the Meijer photo department include:

- HP prints in wallet, 4"x6", 5"x7" or 8"x10" sizes
- Collage and single image posters ranging in size from 11"x14" to 24"x36"
- Photo calendars that can be started in any month
- Photo greeting and holiday cards in 4x6, 4x8 and 5x7 sizes
- HP photo books with the choice of hardcover colors and page themes

Meijer customers can check out the new photo services and place orders for store pickup or home shipping at the newly redesigned www.Meijer.com/photo

###

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