



N E W S R E L E A S E

FOR IMMEDIATE RELEASE

CONTACT: Kelly Durcan
212.431.4694
kdurcan@devitoverdi.com

MEIJER TO OFFER A TASTE OF THE FAMED GRAND HOTEL

**Retailer to Sell Taffy, Caramel Corn, Fudge Sauce, and an Assortment of other Products
Made Famous by the Historic Michigan Resort**

**World's Largest Summer Hotel Brands Its Own Unique Offerings
For Midwest Retailer**

GRAND RAPIDS, MI – May 13, 2008 – Since the late 19th century, millions of visitors have ventured to the northern coast of Michigan to luxuriate in the seasonal splendors of Grand Hotel on Mackinac Island. Its remoteness is part of its appeal, but beginning next week, people will only have to travel as far as their local Meijer to experience many of the resort's unique pleasures.

Starting May 18, Meijer will begin offering Grand Hotel-licensed products and food items that are reminiscent of – and inspired by – the legendary resort. In an exclusive licensing deal between the two family-owned Michigan institutions, Meijer will create a summer-long Grand Hotel section within the store to offer everything from Grand Hotel taffy and ice cream to bird feeders and tote bags.

All 182 Meijer stores throughout the Midwest will stock more than a dozen products that carry the Grand Hotel brand name. Among the selections will be Grand Hotel Caramel Corn (available in two varieties), six flavors of Grand Hotel Ice Cream, fudge sauce, and a number of home and garden products ranging from bocce ball and croquet sets to wildflower seed tins.

A center-aisle display, evocative of the famed bright yellow-and-white awning of the hotel's 660' front porch, will be visible to all shoppers entering their local Meijer store. Meijer will also rely heavily on in-store promotions, print ads, website communications, and consumer mailings to promote the Grand Hotel line of goods and foods. The branded merchandise will be available at Meijer from May through July.

"It's a pleasure to partner with this great Michigan landmark, and help bring a small taste of the Grand Hotel to so many of our customers," said Dave Clark, vice president of brand and product development at Meijer. "We're very excited about offering a product line to those who are looking to take home reminders of the timeless charm and distinctive feel of one of America's greatest hotels."

In total, more than a dozen products will be sold under the Grand Hotel brand name. Other items include beach umbrellas, flip-flops, and artificial geranium in galvanized containers.

In addition, the retailer is also holding a chain-wide, enter-to-win sweepstakes that will award Grand Hotel vacation prize packages to 10 lucky couples. Contest winners will receive a 3-day/2-night weekend stay at the hotel, with complimentary breakfast and dinner, \$100 in Meijer Gift Cards, and \$100 in spending money.

Founded in 1887, Grand Hotel is the world's largest summer-only hotel. More than 130,000 guests stay at the hotel each season. A National Historic Landmark, Grand Hotel has been the setting for several motion pictures, and has hosted five U.S. presidents over the past 50 years.

About Meijer

Meijer is a Grand Rapids, Mich.-based retailer that operates 182 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

###