



N E W S R E L E A S E

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Meijer Pharmacies to Offer Free Pre-Natal Vitamins

Vitamin program follows highly successful free antibiotic program

More than two million free antibiotic prescriptions filled to date

Grand Rapids, Mich. – May 29, 2008 – Supercenter retailer Meijer has announced plans to offer free pre-natal vitamins in all 182 Meijer pharmacies beginning June 1. The announcement was made today by Nat Love, Vice President Drug Store for the Grand Rapids, Mich.-based retail chain.

“As a family-focused company, offering free pre-natal vitamins is just another way we can help the many families that make up our core customer base,” said Love. “Just as our free antibiotic program was designed to help our customers get healthy during these tough economic times, offering free pre-natal vitamins will help our customers stay healthy during a very important time in their lives.”

Similar to Meijer’s free antibiotic program, the free pre-natal vitamin program will feature several well-known brands of pre-natal vitamins. These include NatalCare Plus, Ultra Natal Care, Natal Care Glosstabs, Advanced NatalCare, and NataTab Rx.

It has been shown that pre-natal vitamins play an important role in healthy pregnancies and healthy babies. Through the years, these supplements have typically been prescribed for women who have become pregnant. However, many members of the medical community believe they also play an important role for women in the important months leading up to conception. Therefore, a large number of physicians now prescribe these vitamins for the months leading up to a patient’s attempt to conceive.

Meijer’s free pre-natal vitamin program comes on the heels of the company celebrating its milestone of filling two million free antibiotic prescriptions in April. The free antibiotic program, which launched in October 2006, has saved Meijer customers more than \$33 million. The free pre-natal vitamin program will begin at Meijer pharmacies on Sunday, June 1.

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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 and the ability to shop for more can be found at www.meijer.com.