



N E W S R E L E A S E

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MEIJER INTRODUCES PERSONAL SHOPPER CONCEPT WITH NEW GROCERY EXPRESS SERVICE

Online Orders Delivered to a Shopper's Car in Three Hours;

Innovative Program Exclusive to Knapp's Corner Store

GRAND RAPIDS (September 10, 2008) – Continuing to adapt to its customers' changing needs, Meijer is set to launch its latest innovative program for time-starved shoppers: Grocery Express, a service that combines the convenience of online shopping with the ease, speed and attention offered by a personal shopper.

The program, which began yesterday and will be exclusive to the Knapp's Corner Meijer store (1997 East Beltline, NE), allows shoppers to select grocery and health & beauty care products online at www.meijergroceryexpress.com, and then have them delivered to their car at a designated location within the store's parking lot.

The charge for an individual order is \$6.95. The program also offers a \$24.95 monthly subscription for unlimited orders. Meijer will accept debit or credit cards, EBT Cash, EBT Food and checks as forms of payment.

"Grocery Express is another example of the ways in which we're looking to accommodate our busy shoppers," said Rob Fleener, vice president of marketing and e-commerce at Meijer.

"People can shop online and three hours later they can pull up to the store and receive their order hand delivered by a Personal Shopper. It's a great convenience for customers."

After making their orders online, shoppers select a scheduled pick-up time -- anywhere from three hours to seven days. Shoppers can change their orders up to three hours prior to their pick-up time, and can even change their arrival times if they're running late.

When an order is ready for pick-up, shoppers will pull in to the designated parking space on the southeast side of the Knapp's Corner Meijer store. From there, the customer can call 616.447.1525, or push a "call button" on the outside of the Grocery Express entry door to let their Personal Shopper know that they have arrived. Pick-up times are from 11:00 a.m. until 8:00 p.m.

For those with special requests on how a particular order is bagged, there is a "Special Instructions" section on the online form where shoppers enter information for their Personal Shopper. In addition, the Grocery Express system will automatically give the customer the lowest price at the time of pick-up. All sale pricing will be reflected at the time of payment, with the exception of beer, wine and liquor.

Pharmacy, general merchandise and cosmetics products are not offered via the Meijer Grocery Express. Many general merchandise items are available for online purchase and home delivery at shopformore@meijer.com

About Meijer

Meijer is a Grand Rapids, Michigan, based retailer that operates 182 supercenters throughout Michigan, Ohio, Indiana, Illinois, 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 and the ability to shop for more can be found at www.meijer.com.

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