



## **N E W S R E L E A S E**

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### **MEIJER DROPS PRICES THROUGHOUT TOY DEPARTMENT**

#### **More Than 300 Holiday Toys Reduced As Part Of Retailer's Price Drop Program**

#### **Retailer Looks To Heighten Holiday Joy By Lowering Prices**

GRAND RAPIDS, MI (October 20, 2008) – Meijer will be spreading some much-needed holiday cheer this season by slashing prices on more than 300 popular toys in its toy department. The program was announced today by David Stickney, merchandise manager for Toys at Meijer.

“Meijer wants to make sure that no one has to be a Grinch this holiday season,” said Stickney. “While we know this is one of the toughest economic climates our customers have faced in recent years, everyone at Meijer is working hard to help customers save money and still be able to enjoy the gift-giving aspect of the season.”

The price reductions are part of the retailer's ongoing Price Drop program, where thousands of unadvertised items – ranging from health & beauty products to garden supplies – are reduced in price every day.

The Toy Price Drop program includes virtually all toy categories, with discounts up to 30% off Meijer's normal low prices. The Meijer Toy Price Drop includes everything from Hannah Montana and Playskool to Star Wars and Disney Princess toys. Other reduced-price items include toys from such popular brands as Lego, Bratz, Barbie, Monopoly, Fisher Price, Batman, Indiana Jones and Leap Frog, plus the ever-popular Hot Wheels cars available for just 88 cents.

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According to industry estimates, more than 45% of toy sales occur between Thanksgiving and Christmas, and experts are predicting that the \$23 billion annual toy market will be “flat” this holiday season. As a result many retailers are looking to lower prices, but few can rival the breadth of products Meijer has slated for a price reduction this holiday season.

“We’re committed to saving our customers money on more than just a handful of products,” said Stickney. “Cutting the price on so many products is a bold move we’re making, but one that we felt was necessary to help our customers this holiday season.”

Meijer recently enhanced its toy department with the addition of numerous new brands and several new categories. Additionally, sections of the department have been redesigned and entire aisles of new merchandise have been added in preparation for this upcoming holiday season.

Some of the discounted toys include:

Hot Wheels Cars – now \$.88

Star Wars Clone Wars Action Figures – now \$6.88

Polly Pocket Ultimate Pool Party – now \$12.99

Apples to Apples Party Game Box – now \$22.88

Scene It: Disney Channel Edition DVD Game – now \$24.88

### About Meijer

Meijer is a Grand Rapids, Michigan based retailer that operates 185 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](http://www.meijer.com).

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