



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

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## **Meijer Releases Holiday Prices Early**

### ***Supercenter Chain Says Customers to Focus on Value For “Black Friday” and Beyond***

Nov. 18, 2008 – Grand Rapids, MI - Midwest Supercenter Meijer is again releasing its holiday ads early as it focuses on helping customers drive the most value from their holiday shopping trips. The company announced plans today to post all special holiday sale pricing a full nine days before the Thanksgiving holiday on its website, [www.meijer.com](http://www.meijer.com).

“Economic conditions are motivating consumers to spend more time searching out the best values in retail,” said Jeff Handler, senior vice president of marketing for Meijer. “Meijer always strives to provide the best customer service, and this year it includes helping our customers save time, plan their shopping trips and ensure the best prices in the market.”

Meijer, which is open on Thanksgiving, has again unveiled three separate holiday ads of great savings so its customers won’t have to wait to discover what they can save during the busiest shopping weekend of the year. Beginning today, Meijer ads for Thanksgiving, “Black Friday” and the following Saturday can be found online at [www.Meijer.com](http://www.Meijer.com). Customers can simply click on the “weekly ad’ link to see more than 400 specific items with special holiday prices, many at more than 50% off. Meijer’s holiday ads tell the story of the hottest wish-list items, loaded with electronics, jewelry and toys at amazing savings.

While challenging economic times have had an effect on consumer spending, Meijer is gearing up for what still promises to be a very busy holiday shopping season. With all 185 stores open on Thanksgiving, “Black Friday” begins a day early at Meijer with the retailer offering a variety of doorbusters beginning at 6:00 a.m. on Thanksgiving morning.

“We expect the Thanksgiving shopping day to be one of our busiest in years,” said Handler. “Meijer customers know how to take advantage of a great sale, and we are pleased to give them a head start on the Black Friday weekend.”

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Meijer shoppers can stop in before kicking into full food-prep mode and begin their holiday savings on a variety of items, including:

- Save \$420 on a Sylvania 32 inch High Definition LCD TV, selling for only \$379.99.
- Purchase a new IPOD Nano for \$149.99 and receive a \$50.00 mail-in rebate.
- Select Blu-ray movies only \$9.99
- All Lego Bionicle playsets: Buy One Get One FREE
- All Hot Wheels, Matchbox, Disney Cars or Speed Racer single pack vehicles: Buy One Get One FREE
- 75% off all 10 and 14 karat gold jewelry.

After the turkey is gone and the football games are over, Meijer customers can stop in on Friday and save even more from 5:00 a.m. until noon.

- Save \$400.00 on a 42 inch Plasma HDTV, get it for only \$499.99.
- Save 50% on a Sylvania 22" LCD HDTV for only \$249.99
- Save 50% on Disney Princess Shimmer or Bath Beauty Dolls, only \$5.49
- All VTECH Learning Software: Buy One Get One FREE
- Save \$100 on a Sylvania Blu-ray disc player, only \$149.99
- A 3.5 inch Magellan Roadmate GPS for only \$89.99, that's a \$60 savings!
- Create your own Doorbuster with a 15% coupon good on any one general merchandise item (excluding existing doorbusters)

The weekend has only started and at Meijer, Saturday specials will begin at 6:00 a.m. and include:

- Sylvania 37" LCD HDTV for \$499.99, save \$350.
- Our fine jewelry showcase is all 75% off.
- Save \$20 on Playskool Rose Petal Cottage, on sale for \$59.99
- All Trading and Collector Cards 30% OFF
- 10" Digital Photo Frame for \$89.99, save \$80.00
- Our popular Santa Bucks coupons for savings up to \$20 on individual general merchandise items.

Meijer customers can check out the ads for hundreds of additional doorbuster deals at [www.Meijer.com](http://www.Meijer.com) and click on the "weekly ad" link. Quantities are limited so customers must act quickly.

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About Meijer: Meijer is a Grand Rapids, Mich.-based retailer that operates 185 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 and the ability to "shop for more" can be found at [www.meijer.com](http://www.meijer.com).