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New Book Offers Unique Glimpse into Life of Retail Giant Fred Meijer

**“Fred Meijer: Stories of His Life” is Released
Following Celebratory Event in Grand Rapids, Michigan**

GRAND RAPIDS, MI - March 19, 2009 – A new book recounting the life of Fred Meijer was released to the public today. “Fred Meijer: Stories of His Life” features a variety of interesting tales about the pioneering retailer from a broad list of contributors ranging from former Presidents and ambassadors to clerks at the checkout. Fred Meijer, the 89- year- old grocery entrepreneur, who, with his father, Hendrik, turned one store in Greenville, Michigan into a chain of nearly 200 supercenters across the Midwest, was on hand for the launch event today.

In this delightful and inspiring collection of photos and anecdotes, readers learn how Fred had fun while changing the way people shop. “I’ve always said it’s all about the journey, not the destination,” said Fred Meijer. “This book does a great job describing my journey so far.”

Authors Bill Smith and Larry ten Harmsel spent several years talking with more than a hundred and fifty people to capture anecdotes about Fred, many told for the first time. “I continue to be amazed at how many people Fred has touched in his life,” said Smith, a former Meijer executive who worked with the company for more than four decades. “Every person we talked with recounted a special time or story of Fred, each one contributing to an amazing chronicle of this man.”

The book, which will be sold at all Meijer locations and online through Meijer.com for \$7.99 for the paperback edition and \$11.99 for a hardcover edition that is available only in West Michigan, offers students of business and students of life a fun-filled and daring roadmap to success.

“Fred’s innovation and creation of the supercenter concept was revolutionary,” said ten Harmsel, historian for the Frederik Meijer Gardens and Sculpture Park and former dean of the Lee Honors College at Western Michigan University. “As a business man and a community leader, he provides the ultimate example of tenacity and philanthropy, and our book tells the stories that reflect this man’s life’s work.”

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