



PRESS RELEASE

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MEIJER TURNS 75!

**Supercenter Pioneer Celebrates 75th Anniversary With
Events, Promotions and Contests for Customers and Team Members**

Family-Owned Retailer Continues to Innovate and Grow

GRAND RAPIDS, MI (June 18, 2009) – With the country still in the grips of the Great Depression in 1934, a 50-year-old barber named Hendrik Meijer decided to open a grocery store that offered the products his neighbors needed at prices they could afford. Over the next seven decades, that simple premise helped fuel one of the great success stories in retailing lore.

From that small storefront in Greenville, Michigan, Meijer evolved into a pioneering retailer that never lost sight of the importance of delivering “higher standards and lower prices.” This year, as it marks its 75th anniversary, the Meijer chain of supercenters pays tribute to its past by rewarding its customers and team members with a number of events, promotions, and contests scheduled throughout the summer.

“This is an impressive milestone for any company; but for Meijer, it’s proof that innovation and an intense focus on our customer’s wants and needs are the foundation for our longevity and success,” said Hank Meijer, Co-Chairman and CEO of the Grand Rapids, Michigan, based retailer and grandson of the founder.

This summer, shoppers at all 189 Meijer supercenters will be given the chance to win trips and cash prizes, meet with celebrities, and receive discount coupons as they help Meijer celebrate its 75th birthday.

Kicking off the summertime celebrations is the company's "75th Anniversary Block Party," June 27, a fun-filled family event with kids' activities, food and prize giveaways, contests and entertainment. A few days later, the retailer launches its "Anniversary Bucks" program where shoppers will receive discount coupons valued from \$3-20 to be used toward the purchase of any one general merchandise item.

Through July 4, shoppers can take advantage of the retailer's Anniversary Bonus Program, which awards a 5% discount coupon for every general merchandise purchase of \$75 or more. In addition, Meijer is teaming up with Hewlett-Packard to create the "It's In The Bag" photo contest, where consumers send in their digital photos of a Meijer shopping bag prominently visible at a unique or far-flung location. Grand prize is a trip to the historic Grand Hotel on Mackinac Island.

"In our business, you don't make it to 75 years without having a consumer-centric focus," said Mark Murray, president of Meijer. "We have always put the customer first, and that's why our 75th anniversary isn't so much about us, as it is about rewarding our loyal customers."

Over the next few months, Meijer will also conduct exciting contests and sweepstakes for customers, including the "75th Anniversary Best of the Midwest" sweepstakes, which will award a number of prize vacations to famed Midwest locations and events. In addition, local sports stars and celebrities will be making appearances at local Meijer stores in select markets throughout the summer.

For the nearly 60,000 Meijer team members, the diamond anniversary includes such events as a cake-decorating contest (with the winner traveling to New York City to attend the New York Fancy Food Show), a "Heart of Meijer" essay contest, and various team picnics held throughout the summer.

As Hendrik Meijer said 70-plus years ago, what brings customers back again and again is a store that combines honesty, integrity and humanity. And for 75 years, Meijer has perfected that formula to the delight of millions of people.

About Meijer

Meijer is a Grand Rapids, Michigan, based retailer that operates 189 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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