



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

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**MEIJER INTRODUCES TWO ANNIVERSARY EVENTS  
THAT GIVE SHOPPERS A REASON TO CELEBRATE**

Retailer Promotes Its “75<sup>th</sup> Anniversary Bonus” Offer  
And Its “75<sup>th</sup> Anniversary Bucks Program” Through July 4

Shoppers Can Save Up To 20% Off Grocery Purchases,  
Or Save Anywhere From \$3-20 on General Merchandise Purchases

GRAND RAPIDS, MI (June 19, 2009) – Meijer may be the one blowing out the candles during its 75<sup>th</sup> birthday celebration this summer, but it’ll be shoppers who will be the ones receiving the gifts, as the supercenter chain introduces two money-saving programs tied to its diamond anniversary.

From now through July 4, Meijer’s “75<sup>th</sup> Anniversary Bonus” program will award a coupon worth 5% off a shopper’s next grocery purchase when he or she spends \$75 or more on general merchandise or apparel items. Up to four coupons (representing a 20% savings) can be combined and used for a future grocery purchase. The program runs through July 4; all coupons must be redeemed by July 11.

A second anniversary-themed promotion is Meijer’s “75<sup>th</sup> Anniversary Bucks Program” that grants instant-dollar savings for general merchandise items. The program will take \$3 off any GM purchase of \$14.75 or more, \$5 off any GM purchase of \$24.75 or more, \$10 off \$49.75 or more, and \$20 off any GM purchases of \$99.75 or more.

The “75<sup>th</sup> Anniversary Bucks Program” will be held June 20 at all 189 Meijer stores, and again from July 1-4 at all stores.

“Both of these anniversary promotions represent our way of giving something back to our loyal shoppers,” said Hank Meijer, Co-Chairman and CEO of the Grand Rapids, Michigan, based retailer. “This is an exciting anniversary for us, and it’s only fitting that we share the celebration with our customers. There are many other events and promotions slated for our 75<sup>th</sup> anniversary this summer, but these two are focused on our long standing and primary goal -- saving our customers money.”

### **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](http://www.meijer.com).

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