



N E W S R E L E A S E

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MEIJER CELEBRATES 75TH ANNIVERSARY WITH JUNE 27 BLOCK PARTY AT ALL 189 STORES

Supercenter Chain To Provide Giveaways, Family Entertainment And A Full Schedule Of Events In Celebrating Its Diamond Anniversary

GRAND RAPIDS, MI (June 25, 2009) – To celebrate the summer of its 75th anniversary, Meijer will be holding a “block party” on Saturday, June 27 at all 189 stores throughout the Midwest. The events will feature fun family events, kids’ activities, commemorative giveaways, entertainment, contests and free food.

From 11:00 a.m. – 2:00 p.m. this Saturday, Meijer is treating shoppers to free hot dog meals, food samplings, 75th anniversary giveaways, music and games, and dozens of other activities throughout the day. Each Meijer store will feature a variety of activities both inside and outside the store tailored toward its local community.

“We started as one small store 75 years ago this June,” said Frank Guglielmi, director of public relations for Meijer. “We wanted our celebration to reflect the personal relationship Meijer has always had with its loyal customers. Each store’s ‘block party’ will help convey that local connection we have with shoppers.”

As a 50-year-old barber in Greenville, Michigan, Hendrik Meijer decided to open a grocery store next to his barbershop in 1934. Over the next 75 years, that small storefront grew to one of the largest privately-held companies in the U.S.

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Over the next several weeks, Meijer will be celebrating its diamond anniversary with numerous other promotions, events and contests for shoppers. Meijer customers can join the fun by visiting meijer.com or visiting their local Meijer for full details on all the events and celebrations surrounding the retailer's 75th anniversary.

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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