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MEIJER INTRODUCES “EVERYDAY BEST PRICE” PROGRAM

Retailer Simplifies The Way It Places Items On Sale And Cuts Prices on More Than 19,000 Items Throughout The Entire Store

GRAND RAPIDS, MI (October 28, 2009) – Proving “There’s never been a better time for lower prices at Meijer,” the Midwest supercenter chain announced today that it would dramatically simplify and improve its approach to “Sale” items in an effort to help customers save even more when shopping at its stores.

Just recently, Meijer began implementing a new pricing program storewide – from the grocery shelves to the general merchandise aisles – that will greatly increase the number of items reduced in price, provide deeper discounts for sale items, and provide assurances to shoppers that they are paying Meijer’s guaranteed lowest price for a particular product.

The streamlined system simplifies what is on sale, as the retailer will now have just three different sales categories for shoppers: Everyday Best Price, Sale and Price Drop.

“The bottom line is that it will cost you less to shop at Meijer than it did before,” said J.K. Symancyk, executive vice president of merchandising for the Grand Rapids, Mich.-based retailer. “This sale-pricing program will help further cement our standing as a low-price leader among national and regional grocers and retailers.”

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Meijer's commitment to offering the best possible price on popular items is evidenced by the retailer's introduction of a new savings category entitled "Everyday Best Price." Products that carry this newly created designation have been reduced in price dramatically, thereby guaranteeing Meijer's lowest price for that particular item.

"The creation of this new category will not only provide savings to our customers, but also peace of mind for them, as they know that they are getting our lowest possible price," said Symancyk. "We feel the introduction of 'Everyday Best Price' will be a resounding success."

Meijer's tradition of offering discounted "Sale" items will continue, but the retailer will now offer deeper-discounts on these sale items, more so than previous sales reductions. Items tagged with "Sale" signage will be reduced in price for a limited time period.

The retailer's popular "Price Drop" category will remain in effect, but the company intends to greatly increase the number of food and general merchandise goods that will be added to this category on an on-going basis. The "Price Drop" category includes thousands of items that represent special buys or promotions from suppliers and are reduced in price for a longer duration than typical "Sale" items.

"The current economic climate has created a generation of very strategic shoppers, so it's incumbent on us to make it as easy as possible to shop our stores, and to communicate the fact that our customers are getting the lowest prices," said Symancyk.

About Meijer

Meijer is a Grand Rapids, Michigan, based retailer that operates 190 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.