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CONTACT: Frank Guglielmi (734) 844-2781
frank.guglielmi@meijer.com

MEIJER DROPS PRICES ON MORE THAN 400 TOYS

Retailer Focuses on Helping Customers Save Even More This Holiday Season

GRAND RAPIDS, MI (November 4, 2009) – Meijer will be spreading some much-needed holiday cheer this season by slashing prices on more than 400 popular toys in its toy department, while offering a number of toys for less than \$5. The program was announced today by David Stickney, merchandise manager for Toys at Meijer.

“Meijer wants all of our customers to be able to celebrate the season,” said Stickney. “While we know economic climate continues to be tough, everyone at Meijer is working hard to help customers save money and still be able to enjoy the gift-giving aspect of the holidays.”

The price reductions are another wave of the retailer’s ongoing Price Drop program, where thousands of unadvertised items – ranging from health & beauty products to garden supplies – are reduced in price every day. Meijer recently announced more than 19,000 price cuts throughout every part of the store.

The Toy Price Drop program includes virtually all toy categories, with discounts up to 30% off Meijer’s normal low prices. The Meijer Toy Price Drop includes everything from BARBIE and FISHER PRICE to TRANSFORMERS and Disney Princess toys. Other reduced-price items include toys from such popular brands as Lego, Bratz, POLLY POCKET, Monopoly, PLAYSKOOL, LITTLEST PET SHOP, CARS and Leap Frog, plus the ever-popular Hot Wheels cars available for just 88 cents.

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While many retailers are looking to lower prices, few can rival the breadth of products Meijer has slated for a price reduction this holiday season. “We’re committed to saving our customers money on more than just a handful of products,” said Stickney. “Cutting the price on so many products is a bold move we’re making, but one that we felt was necessary to help our customers this holiday season.” **Some of the discounted toys include:**

Hot Wheels Basic Cars – now \$.88

Disney Cars character with eyes: now \$3.58

Littlest Pet Shop Teeniest Tiniest Take along Pets: now \$5.00

Polly Pocket Fab fit doll packs: now \$5.00

Bakugan Starter Pack: now \$9.88

Transformers Revenge of the Fallen Deluxe Action Figures: now \$10.00

According to industry estimates, more than 45% of toy sales occur between Thanksgiving and Christmas. While industry experts are predicting that the \$23 billion annual toy market will be “flat” this holiday season, Meijer is gearing up for a busy holiday season in its toy department.

NOTE:

Broadcast quality video of Meijer Toy Merchandise Manager David Stickney is available for download. Stickney discusses the hot toy trends for this holiday season, the need for retailers to be competitive on price, and consumer tips for successful toy shopping.

To access his comments, go to: <http://devitoverdi.ftppw.com/uftp/>

Click on "Trust"

Click on "Connect"

User ID: meijervideo

Password: meijer

Click on the file "David Stickney - Meijer Toys" on the right hand side Then, click "Download" and the video will be downloaded to your desktop.

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.