

FOR IMMEDIATE RELEASE

CONTACT: Kelly Durcan
212.431.4694
kdurcan@devitoverdi.com

**MEIJER WINS “WHOLE HEALTH ENTERPRISE AWARD”
FROM *SUPERMARKET NEWS***

Grocer Selected For Its Comprehensive Approach To Health And Wellness

GRAND RAPIDS, MI (January 2, 2008) – Citing Meijer’s sensible approach to wellness, its innovative product offerings and its numerous Healthy Living programs, the trade magazine *Supermarket News* has selected the Midwest grocer as the 2007 winner of its Whole Health Enterprise Award.

Chosen for its comprehensive approach to health and wellness, Meijer was commended for its numerous initiatives that touch multiple departments. In a recent cover story on Meijer’s selection as the Whole Health Enterprise Award winner, the magazine said that “(C)onsumers can visit a single store for a dedicated section of gluten-free products, convenient and healthful recipe ideas, free antibiotics and a yoga mat – and still walk out with change in their pockets.”

As an example of Meijer’s bold steps in providing opportunities for a healthier life, the magazine singled out the grocer’s new line of own-brand organic foods, its creation of a Healthy Living program, its free antibiotics program, and its regular health screenings for customers.

“Meijer has surpassed both its immediate competitor – Wal-Mart – and even conventional supermarkets with a comprehensive approach to health and wellness that still is affordable to consumers who need help and support,” the *Supermarket News* article stated.

“We’re obviously thrilled to have been selected for this award, as it recognizes our ongoing efforts to assist our friends, neighbors and families lead a healthier life,” said Doug Meijer, co-chairman of Meijer. “As I’ve said before: Healthy living doesn’t have to be more expensive living. That is something in which we strongly believe.”

Early last year, Meijer launched its own line of organic foods, called Meijer Organics, which now comprise nearly 200 items, and the grocer’s perishables section has been lauded recently for its innovation and selection.

Furthermore, everything from promoting locally-grown produce to emphasizing wellness education throughout the aisles is what sets Meijer apart from its competitors, the magazine said.

Helping to tie all this together are the regular Healthy Living demonstrations, lectures and events that bring in other departments from within the store to promote a complete wellness picture. *Supermarket News* reported that on any given day, shoppers may see the following: “In produce, a chef might be grilling vegetables; in pharmacy there are health screenings; while a member of a local cycling team is providing biking tips in the sporting goods section.”

“We keep coming back to the customer – the family – and what we can do to help that family,” said Mark Murray, president of Meijer. “How can we help that family? That’s what we keep coming back to.”

About Meijer

Meijer is a Grand Rapids, Mich.-based retailer that operates 181 supercenters throughout Michigan, Indiana, Illinois, Ohio 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, as well as the place to shop for more can be found at www.meijer.com.

#