



Q: Why is Kroger eliminating the practice of doubling and tripling coupons?

Kroger remains committed to offering low prices plus more and we are constantly working to bring customers the most value for their grocery shopping dollar. Investing additional resources into lowering more everyday prices is a key focus. As a result, we have made the decision to discontinue our practice of doubling (up to 50¢) and tripling (up to 39¢) manufacturer coupons in Dallas-Fort Worth and East Texas to direct those resources into our lower pricing initiatives. The program ended in Houston earlier this year.

It's important to know that we will continue to accept manufacturer coupons and other coupons such as digital/e-coupons, Catalinas and printables at face value to help customers maximize their savings.

Q: Are you implementing a new policy due to TLC's Extreme Couponing show?

No. We introduced the double-triple program in the 1980s at a time when digital coupons, and other savings programs and lower pricing initiatives did not exist. Coupon options have changed over the past few years and shoppers now have more opportunities than ever before to save at Kroger through our fuel rewards, generic drug pricing, 10% senior discount and other programs.

Q: Why are Texas shoppers being targeted?

Kroger operates as 18 separate divisions across the country. We all have different savings programs and policies in place to help our customers save money. The programs we execute locally are tailored to suit our customers' needs.

Q: Kroger is not always the least expensive store so why should I continue to shop here since I can no longer save money from doubling and tripling?

We are constantly working to bring shoppers the most value for their grocery shopping dollar. In 2011, we have lowered thousands of prices on items customers buy the most. We will continue to accept manufacturer coupons and other coupons at face value to help customers maximize their savings. Additionally, savings from the discontinued program will be reinvested into lowering even more everyday prices.

On top of that, we will continue to help customers save by:

- Featuring more than 100 downloadable, clip-free coupons daily on www.kroger.com
- Having special sales events such as Mega Event and Cart Busters
- Offering a fuel savings program that offers up to \$1 off per gallon at Kroger Fuel Centers

- Presenting a 10¢ off per gallon gas savings opportunity at over 1,000 Texas-area Shell stations
- Sending shoppers Loyal Customer Mailings containing customized coupons. To receive the savings mailer, which is based on a customer's purchases, it's important for shoppers to keep the address linked to their Kroger Plus Card updated.
- Giving seniors 59 and older a 10% discount on Kroger brand items
- Offering \$4/\$10 generic drug pricing along with other savings avenues

Q: With the discontinuance of the double-triple coupon policy, I can no longer afford to purchase extra food to donate to my neighborhood food pantry. How can Kroger help?

Every month, Kroger donates 125,000 meals to Dallas-Fort Worth-area food banks. You can help by enrolling in our Neighbor to Neighbor program. Our annual pledge of \$1 million gives customers the opportunity to effortlessly support a local, participating food pantry or charity of their choice through the use of their Kroger Plus Card. To learn more, ask the customer service manager or go to www.krogerneighbortoneighbor.com.

Q: Would Kroger consider bringing back the double-triple coupon program as a special sales event?

We will continue to assess our programs, policies and promotional events. There's always the possibility; however, there are no plans at this time. We are committed to our lower pricing initiatives and offering our customers other ways to save.

Q: What's the Digital Coupon Center?

With the growing popularity of digital savings tools, Kroger launched the digital coupon center – the largest source of e-coupons online – last year. On average 12-15 million e-coupons are downloaded from the site each month. Every day, Kroger.com features more than 100 downloadable, clip-free coupons for the Kroger Plus Card. The site presents customers with a quick and easy way to save money.

Q: What's the new mobile phone app?

Our newest mobile phone coupon app for smartphones and tablet devices presents another easy way to load digital coupons to the Kroger Plus Card. The user-friendly app gives customers the opportunity to download digital coupons in real-time while they're grocery shopping to save money on the products they're purchasing.