



For Immediate Release

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Ralphs Grocery Company

Ralphs Debuts First-of-a-Kind ‘Ralphs Signature’ Store in Midtown Los Angeles

New store prototype is the result of shopper input, ideas and suggestions

LOS ANGELES, CA – (August 6, 2010) – Committed to serving the residents of Midtown Los Angeles with the finest food products, innovative retail features, customer-friendly service and lower prices, Ralphs Grocery Company announces the debut of a unique format, Ralphs Signature, in the Midtown Shopping Center at the corner of West Pico and San Vicente Boulevards.

Following three months of ceiling to floor renovations, the 52,816 square-foot Ralphs store at 4760 West Pico Boulevard celebrated its grand reopening on Friday, August 6 at 7 a.m. as the supermarket company’s first “Ralphs Signature” format prototype.

The new “Ralphs Signature” features groceries from gourmet to everyday, offering customers a true one-stop shopping experience with an expansive selection of fresh foods and quality groceries. The store now employs more than 150 full-time and part-time associates. About 30 store associates have been newly hired from the community.

The new “Ralphs Signature” is a true neighborhood market. The store’s unique shopper-friendly design and product offerings are the result of input gathered from thousands of Midtown residents. In keeping with Ralphs commitment to meet the shopping needs of the diverse communities its stores serve, Ralphs sent surveys to residents in the neighborhoods surrounding the Midtown Ralphs asking what products and services should be included in the remodeled supermarket.

A ribbon-cutting ceremony was held at 7 a.m. on August 6 to mark the store’s grand reopening. The store’s grand reopening festivities include a free bag of groceries to the first 200 customers. There will also be free food samples, product giveaways, radio remotes, live music

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and much more throughout the month, as well as a sweepstakes for customers using their Ralphs *rewards* Card to win prizes including a Ford F-150 XLT truck, a shopping spree, and a washing machine/dryer combo. In addition, shoppers have the chance to win bags of groceries that will be raffled off beginning at 7 a.m. on August 6.

“The wide selection, diverse offerings and special services at our Midtown Ralphs are the result of input we received from customers,” said Mike Donnelly, president of Ralphs Supermarkets. “Our new Ralphs Signature Store is unique to the neighborhood it services.”

Everything about the new “Ralphs Signature” store is unique from the newly-designed logo adorning the store’s exterior façade to the incredible mix of products and services offered.

Midtown Ralphs customers will enjoy an exciting assortment of very special offerings. These include an abundance of fresh and organic produce, Ralphs largest service meat department, a bakery overflowing with amazing cakes, freshly baked breads and gourmet desserts, and a floral department blooming with fresh flowers and plants.

In keeping with the store’s unique community feel, the renovated Midtown Ralphs features a large assortment of ethnic foods and products, including African-American, Asian, Hispanic, and Kosher items.

The deli department boasts a grilling station where shoppers can get fresh grilled chicken and ribs. The store had a first-of-its-kind “Aguas Frescas” drink station featuring horchata and other freshly-made drinks, while the service bakery provides decorated cakes, tres leche cakes and assorted breads as well as gluten free, sugar free and fat free treats. The store also has a self-service beverage area offering milkshakes, smoothies, and flavor-fusion fountain drinks featuring 16 flavor combinations. There’s even an ice cream shop for customers to enjoy.

The remodeled Midtown store also uses the latest green technology to improve energy efficiency in daily store operations. Overall, this store will consume about 15 percent less energy than a typical store today and about 25 percent less energy than a store built in 2000.

In addition, store members have been trained to follow a waste reduction and recycling program for all paper and plastic packing the store receives. The store also encourages customers to reduce waste by offering affordable reusable shopping bags.

Midtown Ralphs shoppers will also be able to depend on Store Director Angel Herrera and his store team to provide the finest quality, selection and service.

“I’m excited to show off our newly remodeled Signature store,” said Herrera. “We’ve been working very hard the past several months to get the store ready for our customers. Now that the remodel is complete, we are eager to serve the needs of our shoppers. It is our goal to be the very best supermarket in the area.”

In celebration of the grand reopening of the remodeled store, Ralphs is donating more than \$130,000 to Childrens Hospital Los Angeles, the Los Angeles Regional Foodbank and the Los Angeles Parks and Recreation Foundation for improvements to the baseball and softball fields at Midtown’s Queen Anne Recreation Center.

Last year, Ralphs Grocery Company contributed more than \$8 million to support education, hunger relief, women’s health and local nonprofit organizations in the communities served by the company’s stores.

Ralphs Grocery Company was founded in 1873 and currently operates 257 supermarkets from its headquarters in Los Angeles. The company is a division of The Kroger Co., (NYSE:KR), one of the nation’s largest food retailers, based in Cincinnati, Ohio. For more information about Ralphs, please visit our website at www.ralphs.com.

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