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MEIJER'S "SIMPLY GIVE" PROGRAM TO HELP RE-STOCK (Fern Creek Highview United Ministries) AND 184 OTHER FOOD PANTRIES THROUGHOUT THE MIDWEST

Meijer And Its Shoppers Team Up To Feed The Hungry

Grocer's Food Donation Program Raised Nearly \$300,000 For Food Pantries Last December

(LOUISVILLE, KENTUCKY) (April 3, 2009) – With local food banks facing shortfalls this spring, supercenter chain Meijer is re-launching its *Simply Give* food donation program to help restock the shelves of local food pantries, including (Fern Creek Highview United Ministries). The announcement was made today by Hank Meijer, co-chairman and CEO of the Grand Rapids, Michigan-based retailer.

“The need to re-stock and replenish our local food banks and food pantries is greater than ever, so we are encouraging our customers to join us again in reaching out to lend a helping hand to those in need,” said Meijer. “We’re committed to making a difference in all the communities where we do business, and this is just another example of the importance we place on being an active member of the community.”

The program, which will run from April 5-May 30, encourages Meijer shoppers to purchase a \$10 Meijer Food Pantry Donation Card at special displays throughout the store, as well as inside Meijer gas stations and convenience stops. The donation cards will then be converted into Meijer Gift cards and given to the local food pantry selected by the store. (The \$10 amount reflects a typical bag of groceries at Meijer.)

Meijer will once again seed the program with an overall donation of \$100,000 in grocery gift cards that will be divided equally among all the participating food pantries. As part of the program, each Meijer store selected one local food pantry to receive its donations.

The program was initially introduced this past November in all markets served by Meijer. The program, which ran throughout the holidays, raised nearly \$300,000 for local food pantries, as Meijer customers donated \$187,000 and Meijer contributed \$100,000 in grocery gift cards to 185 local food pantries.

“(The gift cards received as a result of Meijer’s Simply Give program helped us restock our nearly empty shelves following the great demands of this past holiday season”, Rev. Ron Loughry, FCHUM Executive Director)

Upon purchasing the *Simply Give* donation, the Meijer customer keeps the food pantry card. If he or she would like to make a donation on someone’s behalf, each food pantry card has a blank space to indicate that a donation was made in the name of someone as a gift. Meijer plans on presenting the total donations to each local food pantry by early June when local food banks and pantries expect greater demand for their services once schools close for the year.

Meijer donates more than six percent of its net profit annually to a broad group of charities and organizations throughout the five states where its stores are located. The *Simply Give* program drills down even deeper by ensuring the benefit is recognized in the very community where the specific Meijer is located.

About Meijer

Meijer is a Grand Rapids , Michigan, based retailer that operates 185 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.