



WESTERN REGION CORPORATE OFFICE

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September 16, 2010

Dear Vendors,

Kroger's testing program is essential to its Customer 1st Strategy and its commitment to making sure all products it sells meet our customers' expectations for quality and safety. These standards of quality and safety are articulated in our product testing protocols. All Kroger vendors are expected to meet the standards expressed in these protocols. In order to clarify these standards, insure more rigorous enforcement, and exert more control over its corporate brand general merchandise, Kroger has elected to begin proprietary testing of certain categories of corporate brands general merchandise product with a designated third-party agency.

The Kroger Co. has elected to use Bureau Veritas as its designated third-party testing agency. The scope of the new policy includes *all corporate brand general merchandise listed on Appendix A sourced through Fred Meyer and the Kroger Portland Group for which Kroger and Fred Meyer are the importer of record*. The new policy requires that all private label goods have testing reports one week prior to the ship date. Purchase orders, for which the Kroger Co. is the importer or record, will be required to have testing documentation for any items shipping after May 1, 2011. Testing documentation will become part of the letter of credit or open account terms.

In the interim, vendors are encouraged to begin to take note of protocol requirements, and incorporate said testing requirements into their own programs to insure that programs meet the necessary requirements by the above deadlines. The Kroger Co. expectation is that by above deadlines the affected items will meet the established protocol requirements.

Finally, it should be noted that compliance to the testing program does not absolve vendors of the need or liability to meet all industry standards (ASTM, UL, etc.) and applicable regulatory requirements in the jurisdictions in which the Kroger Co. operates. More detailed requirements of the processes outlined above can be found in general merchandise compliance page on the Kroger Co. B2B website at www.Kroger.com. Questions about the program can always be directed to the Compliance Manager, Drew Du Bois, at drew.dubois@kroger.com.

Seminars for Asia-based vendors will be offered in Shenzhen October 12th and Shanghai October 15th. Vendors are highly encouraged to attend these seminars in order to understand the details of testing with the Kroger Co. and the Compliance Manager will be on hand to answer any questions. Please RSVP for details to Larisa Abron at larisa.abron@us.bureauveritas.com if you plan to attend. If there is demand for other locations, or a US-based webinar, please contact the Compliance Manager.

A complete testing manual will also be published on the Kroger business-to-business website, which should be checked periodically for updates and announcements. Protocols and pricing are now online at <https://bvcpnet.mtl-acts.com>. Username is fvendora170 and password is fr170vendo. Click "Docushare" and then "Program Documents".

Best,

Drew Du Bois
Compliance Manager, General Merchandise

