



From: Corporate Affairs Department  
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## **KROGER ENDORSES RAPID RECALL EXCHANGE AND ENCOURAGES ALL SUPPLIERS TO JOIN EXCHANGE**

CINCINNATI, Ohio, April 6, 2010 – The Kroger Co. (NYSE: KR) today announced its endorsement of the Rapid Recall Exchange, an online service that standardizes and accelerates food and product recalls and withdrawals. Kroger will be the first national retail chain to encourage its suppliers to subscribe to this industry-leading program.

The Rapid Recall Exchange, developed by GS1 US in collaboration with the Food Marketing Institute and Grocery Manufacturers Association, is the industry's only online standardized recall notification system. Using consistent forms and processes, retailers receive the same complete information, including product images and handling instructions, when a recall is issued.

"Using Rapid Recall Exchange provides Kroger with timely and accurate recall data. The need for speed is crucial in recall situations and this will help us be more efficient in removing recalled product from our shelves and communicating with our customers about recalls," said Dr. Payton Pruett, vice president of corporate food safety for Kroger.

Kroger is asking all suppliers to subscribe by July 1, 2010. Suppliers using the Rapid Recall Exchange can provide all critical recall information in one communication – 24 hours a day, seven days a week – quickly alerting retailers. This enables retailers like Kroger to quickly remove recalled products and reach out to customers about recalls.

Kroger is an industry leader in recall communication efforts. Using its customer loyalty database, Kroger is able to notify customers via register receipts and phone calls about recalls of products they may have purchased. Kroger has a 24-hour, seven-day-a-week process in place to coordinate recalls, and works quickly and effectively to remove from sale products that have been recalled or withdrawn.

For more information about recalls, visit <http://www.kroger.com/recalls>.

### **About Kroger:**

Kroger, the nation's largest traditional grocery retailer, employs more than 334,000 associates who serve customers in 2,468 supermarkets and multi-department stores in 31 states under two dozen local banner names including Kroger, City Market, Dillons,

Jay C, Food 4 Less, Fred Meyer, Fry's, King Soopers, QFC, Ralphs and Smith's. The Company also operates 777 convenience stores, 374 fine jewelry stores, 893 supermarket fuel centers and 40 food processing plants in the U.S. Kroger, headquartered in Cincinnati, Ohio, focuses its charitable efforts on supporting hunger relief, health and wellness initiatives, and local organizations in the communities it serves. For more information about Kroger, please visit [www.kroger.com](http://www.kroger.com).

**About Rapid Recall Exchange™:**

Rapid Recall Exchange is an online service that enables suppliers, retailers and wholesalers to promptly and accurately exchange information about product recalls, to protect customers and save trading partners time and money. Originally commissioned by the Food Marketing Institute (FMI) Associate Member Advisory Board, it applies industry expertise and best practices to standardize product recall and withdrawal notifications. For more information: [www.rapidrecallexchange.org](http://www.rapidrecallexchange.org).

**About GS1 US:**

GS1 US is a not-for-profit organization dedicated to the adoption and implementation of standards-based, global supply-chain solutions. More than 200,000 businesses in 25 industries rely on GS1 US for trading-partner collaboration and for maximizing the cost effectiveness, speed, visibility, and traceability of their goods moving around the world. For more information about GS1 US, please visit [www.GS1US.org](http://www.GS1US.org).

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