

Table 4. Supplemental Sales Information
(in millions, except percentages)
(unaudited)

Items identified below should not be considered as alternatives to sales or any other GAAP measure of performance. Identical and comparable supermarket sales are industry-specific measures and it is important to review them in conjunction with Kroger's financial results reported in accordance with GAAP. Other companies in our industry may calculate identical or comparable sales differently than Kroger does, limiting the comparability of these measures.

IDENTICAL SUPERMARKET SALES (a)

	THIRD QUARTER	
	2008	2007
INCLUDING FUEL CENTERS	\$ 15,604.4	\$ 14,478.7
EXCLUDING FUEL CENTERS	\$ 13,928.1	\$ 13,185.3
INCLUDING FUEL CENTERS	7.8%	7.7%
EXCLUDING FUEL CENTERS	5.6%	5.7%

COMPARABLE SUPERMARKET SALES (b)

	THIRD QUARTER	
	2008	2007
INCLUDING FUEL CENTERS	\$ 16,222.4	\$ 15,000.9
EXCLUDING FUEL CENTERS	\$ 14,449.7	\$ 13,648.6
INCLUDING FUEL CENTERS	8.1%	8.0%
EXCLUDING FUEL CENTERS	5.9%	5.9%

- (a) Kroger defines a supermarket as identical when it has been open without expansion or relocation for five full quarters.
- (b) Kroger defines a supermarket as comparable when it has been open for five full quarters, including expansions and relocations.

OTHER INFORMATION

Note: Fuel sales have historically had a low FIFO gross margin rate, OG&A rate, and operating margin rate, as compared to corresponding rates on non-fuel sales. As a result, the Company discloses such rates excluding the effect of retail fuel operations.