Customer Letter

Step One:
Read through this letter to understand the advantage of being a part of the Kroger Neighbor to Neighbor Donation Program.
Step Two:
Take the letter with you to your neighborhood Kroger store the next time you go shopping.
Step Three:
Present the letter with **your organization's barcode** to your cashier upon checkout. After they have scanned your Kroger *Plus* Card you will be enrolled for the current year of the Kroger Neighbor to Neighbor Donation Program. Every time you shop at Kroger and use your enrolled Kroger *Plus* Card, Kroger will contribute a percentage of your eligible purchases to the Kroger Neighbor to Neighbor Donation fund. Once a card is scanned with the barcode, it will be active for the remainder of the program year.

Q & A

How many Kroger Neighbor to Neighbor accounts can an organization have?

One bar code per organization. (Example: ABC HIGH SCHOOL account could represent: PTA, cheerleaders, football, basketball, band, etc. Unless they can provide a copy of their 501(c)(3) letter for their organization.)

Can a household "link" their Kroger Plus Card to more than one organization at a time?

No, the system allows for one organization per household. To change organizations, you must present your Kroger *Plus* Card and the new organization's barcode to the cashier.

How much can my organization earn?

The Kroger Neighbor to Neighbor Donation Program will donate $1 million annually. Each organization will earn a portion of the $1 million equal to the percentage of total earned contributions attributable to that organization.

How are the funds distributed and when?

Contributions will be paid **annually** via check in mid May 2010 and mailed to the organization's address and primary contact identified on the organization application form. For schools, it will be mailed to the principal and the funds distributed at their discretion.

All organization's and participants must re-enroll each new program year.

Please feel free to contact a Kroger Neighbor to Neighbor Donation Program Representative with any additional questions at 866-995-7643 or email to neighbortoneighbor@kroger.com. Additional information is also available at www.krogerneighbortoneighbor.com.

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Kroger cashier: Please scan customer's Kroger *Plus* Card at the beginning of the order, and then scan the above barcode. The customer's Kroger *Plus* Card is now enrolled in the Kroger Neighbor to Neighbor Donation Program

Kroger Neighbor to Neighbor • 19245 David Memorial Drive • Shenandoah, TX 77385
866-995-7643 • email: neighbortoneighbor@kroger.com• www.krogerneighbortoneighbor.com