

Kroger Announces Appointment of Chief Diversity Officer
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CINCINNATI, June 13, 2011 /PRNewswire/ -- The Kroger Co. (NYSE: KR) announced today that Reuben Shaffer has been appointed Chief Diversity Officer, effective immediately. Mr. Shaffer will report to Kroger's Chairman and Chief Executive Officer, David B. Dillon.

Mr. Shaffer, 60, has been serving as the Vice President of Retail Operations for the Cincinnati/Dayton Division. He began his career with Kroger in 1988 and has held various leadership positions in the organization.

"Diversity is a core value at Kroger," said David B. Dillon, Kroger chairman and CEO. "We take our commitment to diversity seriously, both because it is right and because it makes us better at our business. When our decision-making is inclusive and reflects the diversity of our customers, we make better decisions. We look forward to Reuben applying his broad experience and deep understanding of Kroger values in this important area."

Mr. Shaffer will oversee Kroger's comprehensive diversity initiatives, including supplier diversity and integrating the company's ongoing commitment to create an inclusive culture into key business and organization initiatives.

Kroger has been a leader in the use of minority and women-owned business enterprises in all aspects of its business for more than 30 years. Kroger currently spends more than \$1 billion with nearly 1,000 minority and women-owned companies.

Mr. Shaffer is a graduate of the University of Cincinnati and is involved in a number of organizations in the local community, including the Cincinnati Association of the Blind and Cincinnati Scholarship Foundation. He and his wife, Kathy, have one daughter and two grandchildren.

Kroger, the nation's largest traditional grocery retailer, employs more than 338,000 associates who serve customers in 2,458 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 786 convenience stores, 361 fine jewelry stores, 1,014 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.

SOURCE The Kroger Co.

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