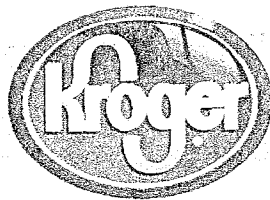


PARENT LETTER



EARNING PLUS LEARNING

WHIT DAVIS ELEMENTARY SCHOOL

Step One:

Read through this letter to understand the advantage of being a part of the Kroger Earning Plus Learning Educational Incentive Program.

Step Two:

Take this letter with you to your neighborhood Kroger store the next time you go shopping.

Step Three:

Present this letter with your school's barcode to your cashier upon checkout, after they have scanned your KrogerPlus Card. Your KrogerPlus Card will be enrolled for the current year of the Kroger Earning Plus Learning Educational Incentive Program. Every time you shop at Kroger and use your enrolled KrogerPlus Card, Kroger will contribute four percent of your eligible purchases to the Kroger Earning Plus Learning fund.

Q & A

Can a household "link" their KrogerPlus Card to more than one school at a time?

No, the system allows for one school per household. To change schools, you must present your KrogerPlus Card and the new school's barcode to the cashier.

I participated last year...do I have to enroll again?

Yes, all schools and participants must re-enroll for the new school year.

How much can my school earn?

The amount of the Contribution to be paid to an eligible, enrolled school shall be determined as follows:

1. The fund is created by The Kroger Co. contributing an amount equal to four percent of the Eligible Purchases not to exceed \$500 per household during the term.
2. The Kroger Co. will pay each school a percentage of the fund equal to the percentage of the total earned contributions attributable to that school. If your school were responsible for five percent of the total purchases, then your school would receive five percent of the fund.

How are the funds distributed?

Contributions will be paid via check and mailed or personally delivered only to the school's primary contact identified on the school application form or your school principal. Contributions will be paid annually in the fall of the following school year.

Please feel free to contact a Kroger Earning Plus Learning Educational Incentive Program Representative with any additional questions at 770-493-4438 or 1-800-562-4438. Additional information is also available at www.krogerearningpluslearning.com.

WHIT DAVIS ELEMENTARY SCHOOL



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Kroger cashier: Please scan customer's KrogerPlus Card at the beginning of the order, then scan the above barcode. The customer's KrogerPlus Card is now enrolled in the Kroger Earning Plus Learning Program for the current school year.