



Improving Business Performance Through ENERGY STAR

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About The Kroger Co.

- One of the nation's largest retail grocery chains - employs more than 338,000 associates who serve customers in 2,439 supermarkets and multi-department stores in 31 states.
- Operates stores under two dozen local banner names including, Kroger, Ralphs, Fred Meyer, Food 4 Less, Fry's, King Soopers, Smith's, Dillons, QFC and City Market.
- Also 796 convenience stores, 363 fine jewelry stores, 1,067 supermarket fuel centers and 40 food processing plants in the U.S.
- 2011 Revenue – approx. \$89 Billion – Fortune Top 25.
- Kroger charity focuses on hunger relief, breast cancer awareness, the military and their families, and more than 30,000 schools and grassroots organizations in the communities it serves:
 - Recognized by Forbes as the most generous company in the U.S.
 - Contributes food and funds equal to 125 million meals a year through its partnership with more than 80 Feeding America food banks.
- Since 2000, Kroger has reduced its average grocery store electricity usage by approximately 32%, nearly 1.5 billion kWh.
- On October 3, 2012 Kroger received the “Galaxy” Award for energy efficiency achievement from the Alliance to Save Energy. Kroger has also been nominated for a Stewardship Award in the category of “Energy Efficiency Program – Commercial End-User” by Platt's Publishing.

For more information about Kroger, please visit www.kroger.com.



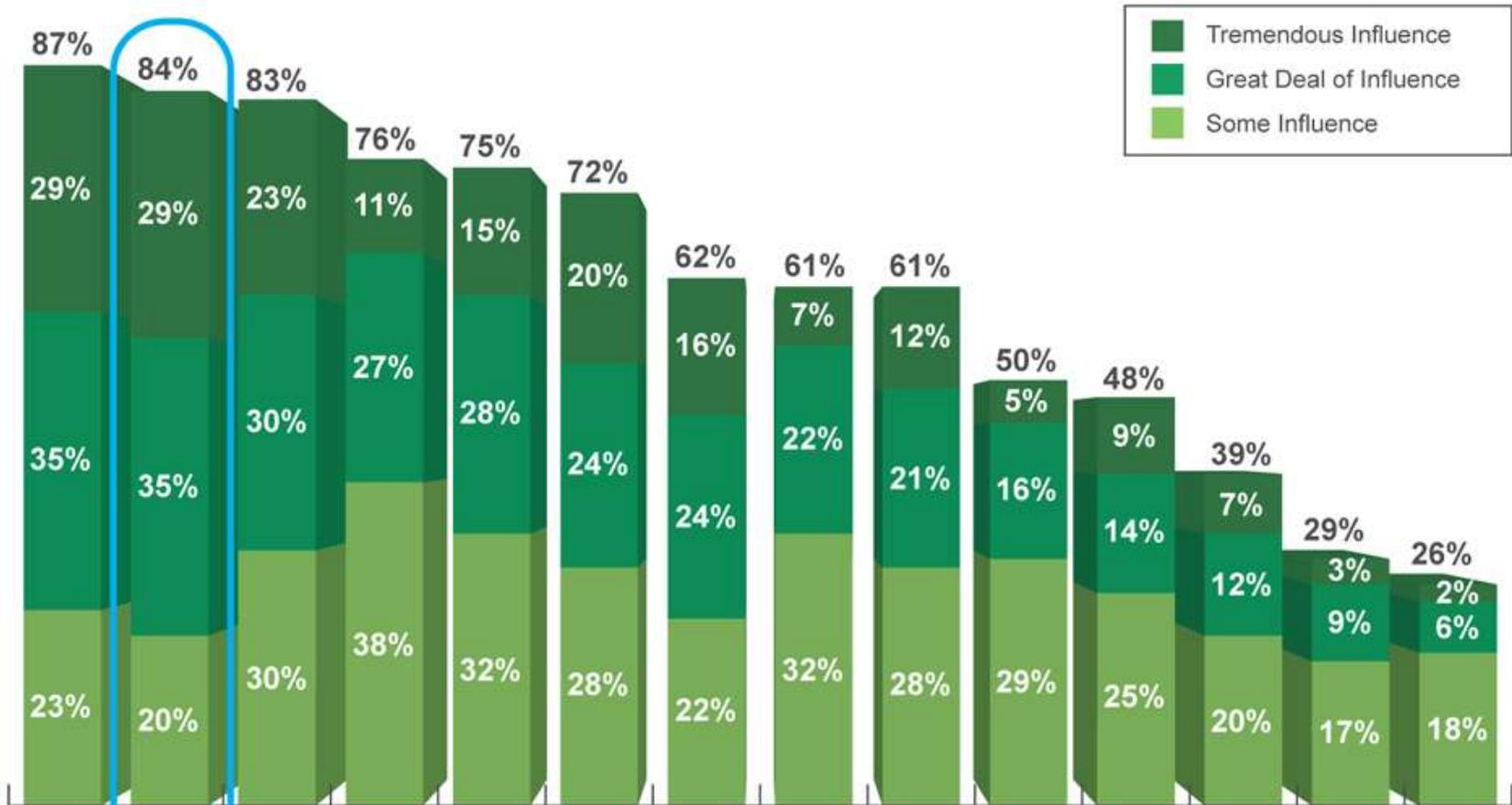
Why ENERGY STAR?

- Less costly than LEED Certification
- Consumer recognition of ES brand
- Shows Company's commitment to saving energy
- Able to display on the store





Brand Recognition



- Tremendous Influence
- Great Deal of Influence
- Some Influence



Source: Fairfield Research, Summer 2007





Why ENERGY STAR?

- Promotes internal competition among Store Divisions
- Associate recognition and pride
- Shows commitment to saving Energy
- Another metric for Management, one of a few reliable external metrics for relative usage within our industry.
- Designed to Earn the ENERGY STAR” – supports new site development through Grand Opening.
 - Site development signs contain ENERGY STAR logo – draws interest.
 - Designation ensures a more energy efficient design.

