



FOR IMMEDIATE RELEASE
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LIGHT UP YOUR STORY FOR BREAST CANCER AWARENESS MONTH
Kroger and Yoplait® Kick off Annual Sharing Courage® Campaign

Cincinnati – For the sixth year in a row, Kroger headquarters turned the Cincinnati skyline pink to celebrate breast cancer awareness month. At a special ceremony at Washington Park this evening, Kroger kicked off its annual Sharing Courage® campaign in partnership with Yoplait by unveiling pink spotlights on the company’s corporate headquarters, which will remain illuminated throughout the month of October. New this year, breast cancer survivor messages flashed across a 12-foot by 40-foot LED banner attached to the building. These messages will also be shared on digital billboards across the country.

Sharing Courage, in partnership with key suppliers like Yoplait®, generates \$3 million annually to support local breast cancer initiatives in communities across the country served by the Kroger Family of Stores. As part of the campaign,

People can get involved by visiting www.sharingcourage.com and choosing brands in stores with specially marked signage, by adding their own story or words of wisdom to potentially be shared on billboards in other U.S. cities.

“This campaign encourages everyone to get involved in a way that makes sense for them and forms connections among survivors and supporters nationwide,” said Lynn Marmer, Kroger Group Vice President, Corporate Affairs. “From submitting a story on the web site to simply buying products in stores, everyone can make an effort and make a difference.”

“For sixteen years, Yoplait has been committed to helping millions of women fight breast cancer in communities across the country,” said Peter Baruk of General Mills. “We are proud to be part of a campaign with Kroger that provides a platform to showcase the many courageous people affected by this terrible disease and to celebrate their successes.”

Kroger's campaign features the sale of popular items throughout its stores. This year, 1,600 items, including Kroger's own products and bestsellers from Kroger partners will have special shelf tags and labeling to highlight participation. Partners include Energizer, Frito Lay, General Mills, Jimmy Dean, Kimberly Clark, Kraft, Nestle, Pepperidge Farm, Pepsi, Purina, Sargento, Snapple, and SC Johnson. The full list of partners can be viewed at <http://www.sharingcourage.com/#/partners>.

About Kroger:

Kroger, one of the world's largest retailers, employs nearly 400,000 associates who serve customers in 2,623 supermarkets and multi-department stores in 34 states and the District of Columbia under two dozen local banner names including Kroger, City Market, Dillons, Food 4 Less, Fred Meyer, Fry's, Harris Teeter, Jay C, King Soopers, QFC, Ralphs and Smith's. The company also operates 781 convenience stores, 327 fine jewelry stores, 1,350 supermarket fuel centers and 37 food processing plants in the U.S. Recognized by Forbes as the most generous company in America, Kroger supports hunger relief, breast cancer awareness, the military and their families, and more than 30,000 schools and community organizations. Kroger contributes food and funds equal to 200 million meals a year through more than 100 Feeding America food bank partners. A leader in supplier diversity, Kroger is a proud member of the Billion Dollar Roundtable and the U.S. Hispanic Chamber's Million Dollar Club.

About General Mills:

General Mills is one of the world's leading food companies, operating in more than 100 countries around the world. Its brands include Cheerios, Fiber One, Haagen-Dazs, Nature Valley, Yoplait, Betty Crocker, Pillsbury, Old El Paso, Wanchai Ferry, Yoki and more. Headquartered in Minneapolis, Minn., USA, General Mills had fiscal 2015 worldwide sales of US \$18.7 billion, including the company's US \$1.1 billion proportionate share of joint-venture net sales.

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