



March 4, 2010

Dear *Kroger Community Rewards* Coordinator:

Enclosed please find your organization's *Kroger Community Rewards* check – congratulations! These Rewards were earned by your group members who linked their Kroger Plus Cards to your organization and shopped at Kroger between November 1st 2009 to January 31st 2010.

We are thrilled with the response to our *Kroger Community Rewards* program. Upon completion of our third quarter of operation, we distributed \$498,193.68 altogether to 1298 community organizations throughout Michigan.

You may want to remind yourself to contact members of your organization and encourage them to re-sign up for Kroger Community Rewards this April. ***All participants must sign up for the program in order to earn funds for your group during 2010.***

Even if you have members who signed up for Kroger Community Rewards in February or March—which will earn your organization funds as part of the 05/2009 to 05/2010 program—they must sign up again in April to continue earning rewards during the coming year, 05/2010 to 05/2011.

It's easy for your members to enroll or re-enroll in Kroger Community Rewards. They can visit www.krogercommunityrewards.com, click on "Michigan" and click on "Enroll." All participants must have a valid online account at Kroger.com and must sign up online to participate. Organization members can no longer scan their group's barcode at the registers or service desk.

Please remember that all changes your organization has made such as new contact information and/or address changes should be emailed to KCR18@kroger.com.

Our fourth Donation Cycle began February 1st and will end April 30th, with the next set of statements and checks to be delivered in late May.

The Kroger Co. is committed to helping the communities we serve to grow and prosper. We appreciate your efforts to enable us to support these communities through your great organization!

Sincerely,
Nancy Racette-McCrea
Kroger Community Rewards
The Kroger Co., Michigan Division

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