Customer Letter

Step One:
Read through this letter to understand the advantage of being a part of the Kroger Neighbor to Neighbor Donation Program.

Step Two:
Take the letter with you to your neighborhood Kroger store the next time you go shopping.

Step Three:
Present the letter with your organization's barcode to your cashier upon checkout. After they have scanned your Kroger*Plus* Card you will be enrolled for the current year of the Kroger Neighbor to Neighbor Donation Program. Every time you shop at Kroger and use your enrolled Kroger*Plus* Card, Kroger will contribute a percentage of your eligible purchases to the Kroger Neighbor to Neighbor Donation fund. Once a card is scanned with the barcode, it will be active for the remainder of the program year.

Q & A

How many Kroger Neighbor to Neighbor accounts can an organization have?
One per organization.

Can a household "link" their Kroger*Plus* Card to more than one organization at a time?
No, the system allows for one organization per household. To change organizations, you must present your Kroger*Plus* Card and the new organization's barcode to the cashier.

Do I have to enroll each program year?
Yes, all organization's and participants must re-enroll for each program year. Enrollment is June 1, 2010 through Dec 31, 2010 The Neighbor to Neighbor Program accumulation is **July 1, 2010 through April 30, 2011.**

How much can my organization earn?
The Kroger Neighbor to Neighbor Donation Program will donate $1 million annually. Each organization will earn a percentage of the $1 million equal to the percentage of total earned contributions attributable to that organization.

Kroger Cashier: 1. Scan customer's Kroger*Plus* Card **2.** Scan the attached Organization's barcode.

The customer's Kroger *Plus* Card is now enrolled in the Kroger Neighbor to Neighbor Donation Program & contributing funds to their organization. When you scan the barcode, the description on the receipt will say "**Loyalty Div 0.00**". This means the barcode was properly scanned. The following Friday, the customer's receipt will display a message at the bottom of the receipt saying **"Your card is contributing to Neighbor to Neighbor #12345"**

DAYA INC

1 00000 84626

Please feel free to contact a Kroger Neighbor to Neighbor Donation Program Representative with any additional questions at 866-995-7643 or email to neighbortoneighbor@kroger.com. Additional information is also available at www.krogerneighbortoneighbor.com.