



FOR IMMEDIATE RELEASE

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USE YOUR RALPHS REWARDS CARD TO RAISE FUNDS FOR THE MISSION!

San Juan Capistrano, CA – July 31, 2009 – As part of the Ralphs Community Contribution Program, Ralphs is giving up to \$3 million to non-profit organizations this year. Now you can help historic Mission San Juan Capistrano earn its share!

Help preserve the Mission by joining other volunteers and staff in supporting Mission San Juan Capistrano by using your Ralphs Rewards Card.

With your help, Ralphs will donate the following to Mission San Juan Capistrano:

- 1 percent of eligible purchases up to \$200 per month.
- 2 percent of eligible purchases between \$200.01 and \$350 per month.
- 3 percent of eligible purchases between \$350.01 and \$500 per month.
- 4 percent of eligible purchases over \$500 per month.

Simply register your Ralphs Rewards Card online at

http://www.ralphs.com/myralphs/703/Pages/community_contribution.aspx. Once it is registered, go to Community Contributions and select Mission San Juan Capistrano (NPO # 90828).

Every time you shop and swipe your card, the Mission will automatically start earning!

Don't have a Ralphs card? Go to your local Ralphs Customer Service counter and apply for your free Rewards Card or apply online at www.ralphs.com.

Once your account has been activated and the Mission is receiving the funds, there will be a note at the bottom of your receipt regarding the destination of your donation: "At your Request, Ralphs is donating to Mission San Juan Capistrano."

About Ralphs:

Ralphs is just one of the two dozen local banner name stores including Kroger, Fred Meyer, Food 4 Less, Fry's, King Soopers, Smith's, Dillons, QFC and City Market operated by Kroger. Kroger, one of the nation's largest retail grocery chains, employs more than 326,000 associates who serve customers in 2,475 supermarkets and multi-department stores in 31 states. In addition, Kroger associates serve customers in 764 convenience stores, 387 fine jewelry stores and 798 supermarket fuel centers the Company operates. Kroger also operates 40 food processing plants in the U.S. Headquartered in Cincinnati, Ohio,

Kroger focuses its charitable efforts on supporting hunger relief, health and wellness initiatives, and local schools and grassroots organizations in the communities it serves. For more information about the Company, please visit www.kroger.com.

About Mission San Juan Capistrano:

Located in Orange County, Calif., Mission San Juan Capistrano is owned by the Diocese of Orange. Founded November 1, 1776 by Padre Junipero Serra, the Mission was the seventh mission in the chain of the twenty-one California missions, which were established by Spain. Known as the "Jewel of the Missions," it provides an inspirational learning experience about the past each year to over 53,000 fourth grade students as part of their California history studies. A place of inspiration, education, and preservation, the Mission is Orange County's only mission and is supported by the Mission Preservation Foundation, which is comprised of business and community leaders. For more information please visit www.missionsjc.com.

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