



MEDIA RELEASE

For Immediate Release

CRIMSON CUP COFFEE BAR CELEBRATES GRAND OPENING IN KROGER WITH \$1 LATTES AND MOCHAS & KROGER GIFT CARD GIVEAWAYS

(COLUMBUS, OHIO | 01/27/2009) — Crimson Cup[®], a locally owned specialty coffee roaster and business consultant, is pleased to announce the opening of their newest location: The Crimson Cup Coffee Bar in the Gahanna Stoneridge Kroger store at the corner of Morse and Hamilton Roads. To celebrate, on February 14 from 6 a.m.– 8 p.m. the coffee bar will offer \$1 lattes and mochas, as well as \$25 gift card giveaways every half hour from 8 a.m.- 1p.m.

Replacing a Starbucks kiosk, the Crimson Cup Coffee Bar's grand opening special will apply to all 12oz hot lattes and mochas and all 16oz frozen or iced lattes or mochas. Customers interested in winning a \$25 Kroger gift card can fill out a registration form at the coffee bar. Every 30 minutes a winner will be chosen and announced over the store's loudspeaker. "Kroger is excited to be able to continue providing its customers delicious coffees and teas with the opening of the Crimson Cup Coffee Bar at our Gahanna Stoneridge store," said Bruce Macaulay, president of Kroger's Columbus Division. "We look forward to providing Crimson Cup's quality, great-tasting coffee to our customers, as it is a company that has built a reputation for its delicious aromas, tasty pastries and excellent service."

In addition to the Crimson Cup Coffee Bar in the Gahanna Stoneridge Kroger, Crimson Cup will be opening a coffee bar in a Toledo Kroger in March. "We are proud to join the Kroger family, and look forward to continuing our partnership throughout Ohio," commented Greg Ubert, President & Founder of Crimson Cup.

These two Kroger locations join the Crimson Cup Community, a network of over 90 coffee houses across the country focused on serving great coffee in unique environments that benefit communities. The coffee bar features a full menu of espresso-based drinks, served hot, frozen or on ice and a variety of smoothies, as well as an assortment of fresh baked pastries. In addition to espresso drinks, the Stoneridge Kroger Crimson Cup regularly stocks 12 oz bags of coffee for consumers to take home. The coffee bar hours are 6 a.m. until 8 p.m. seven days a week.

About Crimson Cup® Coffee & Tea

Since 1991, Crimson Cup® Coffee & Tea has roasted and packaged quality, great-tasting coffee in Columbus, Ohio and taught business owners how to be successful in specialty coffee.

Crimson Cup is building a community of coffee houses where the owner/operator practices the company's coffee business curriculum while having a passion for serving their respective communities. In September 2007, Crimson Cup opened its very first retail store, located in the north Columbus community of Clintonville. It joins 90 Crimson Cup Community retailers across the country, including more than a dozen stores in Central Ohio.

About Kroger

Kroger is one of the nation's largest retail grocery chains. The Company's more than 300,000 associates serve customers in 2,487 supermarkets and multi-department stores in 31 states under two dozen local banners including Kroger, Ralphps, Fred Meyer, Food 4 Less, Fry's, King Soopers, Smith's, Dillons, QFC and City Market. Kroger associates also serve customers in 782 convenience stores, 405 fine jewelry stores and 678 supermarket fuel centers the Company operates. The Company also operates 42 food processing plants in the United States. 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 our web site at <http://www.kroger.com>.

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