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News Release

Kroger Launches New Digital Coupon Center for Customers

New online tool helps customers save time and money with great offers on favorite brands including Kroger Deluxe Ice Cream, Betty Crocker(R), Tide(R) and Raisin Bran(R)
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The Kroger Co. (NYSE: KR) has unveiled its all-new digital coupon center, available on its website at www.kroger.com/digitalcoupons. The coupon center is an industry-leading combination of manufacturer, Kroger brand and web-only exclusive coupons, all located in one online center. Customers can easily load offers directly onto their Kroger Plus Card or loyalty cards for other stores Kroger operates including City Market, Dillons, Fred Meyer, Fry's, Jay C, King Soopers, QFC, Ralphs and Smith's.

Offers include coupons for popular brands such as Kroger Deluxe Ice Cream, Betty Crocker(R), Tide(R) and Raisin Bran(R), among others, from companies such as General Mills, Procter & Gamble and Kellogg's. The site also features great offers for Kroger Private Selection and other Kroger brand products. More than 100 digital coupons are currently available and can be accessed through www.kroger.com/digitalcoupons, the Kroger.com homepage, or the respective websites of each of its family of stores.

"This new digital coupon center makes it even easier for our customers to save money," said Evan Anthony, vice president of corporate marketing and advertising for Kroger. "Our customers asked to make online coupons easier for them to use and we listened. The time and money they can save is just the latest way Kroger delivers more value to its customers."

To access the site, customers should visit www.kroger.com/digitalcoupons, where they will be asked to link their Kroger Plus Card information to their Kroger.com account. After doing so, shoppers can select as many offers as they'd like - up to 150 coupons - then click the "Load Coupons to Card" option to digitally "clip" each coupon and add them directly to their Kroger Plus Card. Coupons will be available one hour after they are loaded onto a customer's card. Each digital coupon loaded to the site is subject to an expiration date, generally within six weeks of being loaded to the digital coupon center.

Andrea Deckard, a blogger at www.MommySnacks.net who shares her money-saving tips with readers, said: "The Kroger digital coupon center is a virtual one-stop savings hub. The digital coupon site is easy to use and makes it easier to save. There are so many brands offered, but I'm also happy to see coupons available for Kroger items as well. I particularly like the ability to sort by category, too. I can quickly search 'Frozen Foods' to see if a digital coupon is available for a brand

that's on sale, click to load to my Kroger Plus Card and wait for the discount at checkout."

In addition to its new-and-improved digital coupon center, Kroger provides a number of online services to help customers save money and add value to their lives. Earlier this summer, Kroger launched its Summer of Savings program. Also available from Kroger's homepage, www.kroger.com, the program includes an instant-win sweepstakes and special summer-themed coupons for customers.

Kroger, the nation's largest traditional grocery retailer, employs more than 334,000 associates who serve customers in 2,470 supermarkets and multi-department stores in 31 states under two dozen local banner names including Kroger, City Market, Dillons, Jay C, Food 4 Less, Fred Meyer, Fry's, King Soopers, QFC, Ralphs and Smith's. The Company also operates 779 convenience stores, 375 fine jewelry stores, 909 supermarket fuel centers and 40 food processing plants in the U.S. Kroger, headquartered in Cincinnati, Ohio, focuses its charitable efforts on supporting hunger relief, health and wellness initiatives, and local organizations in the communities it serves. For more information about Kroger, please visit www.kroger.com.

SOURCE The Kroger Co.