



Kroger Earning Plus Learning Program Frequently Asked Questions

Why is Kroger changing its Earning Plus Learning program?

Kroger is committed to supporting education. The Atlanta Division's Earning Plus Learning program has contributed millions of dollars to education. And we will continue to do so. Just like we constantly evaluate the products and services in our stores and update them to reflect the changing needs of our shoppers, we do the same with our community programs. The previous Earning Plus Learning model existed for many years, and we believed it was time to evolve the program so it remained fresh and that communities – and students, in particular – could be excited about it. Student achievement – academically, community involvement, extracurricular, and others – is at the forefront of the new Earning Plus Learning program.

Is my school still eligible to participate?

If your school has been eligible to participate in Earning Plus Learning in the past, your school is most likely eligible to participate in the new program – qualification criteria have not changed. Please check KrogerEarningPlusLearning.com for qualification criteria.

How does the new program work?

Student achievement – academic, community involvement, extracurricular, and excellence in other areas – is at the forefront of the new Earning Plus Learning program. In short, there are two exciting elements to the new program:

- > Earning Plus Learning for Elementary and Middle Schools
 - Kroger is seeking the most enthusiastic elementary and middle schools throughout the Atlanta Division to reward them for their students' achievements – academically, community involvement, extracurricular and others. Please check KrogerEarningPlusLearning.com for more information about the elementary and middle school program.

- > Earning Plus Learning for high school seniors
 - Through its new Earning Plus Learning Scholarship program, Kroger is rewarding 25 of the most outstanding high school seniors throughout the Division with \$25,000 in scholarships to benefit their continued education at a two or four year accredited college, university, technical or trade school. Please check KrogerEarningPlusLearning.com for more information about the high school program.

How will the new program affect my school’s participation?

Student achievement – academic, community involvement, extracurricular, and excellence in other areas – is at the forefront of the new Earning Plus Learning program.

- > As an elementary or middle school, all you have to do is be eligible to participate and decide you will work to “earn” the reward! Visit KrogerEarningPlusLearning.com to learn important details, such as your Kroger School District and entry deadlines.
- > Kroger is rewarding 25 of the most outstanding high school seniors throughout the Division with \$25,000 in scholarships to benefit their continued education at a two or four year accredited college, university, technical or trade school. High schools can visit KrogerEarningPlusLearning.com for details about our scholarship program. Promote it throughout your school so your deserving seniors know about it!

What is the theme for this year’s program? Will this theme be used each year?

The theme for the 2009-2010 school year is: *Active! Mind. Body. Community.* Kroger will unveil a new theme at the start of the 2010-2011 school year.

How much money is Kroger contributing to schools this year?

Kroger is contributing \$500,000 to 385 elementary and middle schools and 25 deserving high school seniors who have *earned* it! Student achievement – academically, community involvement, extracurricular, and others – is at the forefront of the new Earning Plus Learning program.

Why did you change the program?

Kroger is contributing \$500,000 to 385 elementary and middle schools and 25 deserving high school seniors who have *earned* it, and this program is designed to reward students for their various achievements – putting the kids are at the forefront of the Earning Plus Learning model! Participation is easy.

- > As an elementary or middle school, all you have to do is be eligible to participate and decide you will work to “earn” the reward! Visit KrogerEarningPlusLearning.com to learn important details, such as your Kroger School District and entry deadlines.
- > As a high school, visit KrogerEarningPlusLearning.com for details about our scholarship program. Promote it throughout your school so your deserving seniors know about it!

Why is Kroger determining how my elementary/middle school can spend its reward?

We believe quality is important at Kroger – you see it with the products and services we offer in each and every one of our stores. And with student achievement – academically, community involvement, extracurricular, and others – at the forefront of the new Earning Plus Learning program, we believe we can be a strong partner in education by purchasing items/supplies on your behalf that will benefit your students. While rewards must fit certain criteria, the categories are intentionally loose so your school can receive resources that will help your students now and in the future.

If my school submits an entry, does that guarantee a reward?

Some elementary and middle schools may participate and not receive a reward this year, or a senior may not be rewarded a scholarship. Georgia has many outstanding schools, and we know the judging panels will have difficult decisions to make. That’s why we’re leaving the entry submission as relaxed as possible so your school can shine and use their creativity!

For example, if your middle school has a strong Art Department, involve them in creating a fantastic work of art to showcase your school’s numerous activities throughout the year! Does your elementary school have outstanding audio-visual capabilities? Use them to make a video to support your application! If your school does not win an award this year, rally your students, teachers, parents and administrators to try again next year!

Kroger is helping fewer schools through the new program. Isn’t it better for schools to get “something” than to get “nothing”?

We believe quality is important at Kroger – you see it with the products and services we offer in each and every one of our stores. Student achievement – academically, community involvement, extracurricular, and others – is at the forefront of the new Earning Plus Learning program. These students and their schools deserve a quality reward for their commitment to excellence. The new Earning Plus Learning model actually gives *more* schools the opportunity to be rewarded with *more* money than they earned through the previous model.

On what types of rewards can my elementary/middle school spend its reward?

Kroger is purchasing the reward, up to \$2,500 for “Grand Prize” winners and up to \$1,000 for “Honor Prize” winners on behalf of elementary and middle schools. The reward must benefit children by accommodating one of five broad categories:

- > Science & Math
 - For example: calculators, lab equipment
- > Liberal Arts
 - For example: band uniforms, stage props
- > Literature
 - For example: books for media center
- > Sports & Fitness
 - For example: sports and playground equipment
- > Technology
 - For example, computers, software

Why is my elementary/middle school competing with schools so far away?

As a grocery retailer that is dedicated to serving the needs of local communities, schools are competing within set “Kroger School Districts” that allow for enhanced regional and local enthusiasm. Your Kroger School District is overseen by a Kroger District Manager – who has deep insight into all of the local communities that make up his or her district.

This approach aligns with Kroger’s long-established tradition of offering valuable products, services and amenities that serve the needs of local communities. Please check KrogerEarningPlusLearning.com to find your Kroger School District.

Are high school seniors competing for scholarships in Kroger School Districts?

No. High school seniors are competing throughout the Atlanta Division, which includes all of Georgia and South Carolina, as well as northern Alabama and eastern Tennessee.

How can I obtain more information about the program?

Please visit www.krogerearningpluslearning.com or call the Kroger Earning Plus Earning office at 770-493-4438/1-800-562-4438.