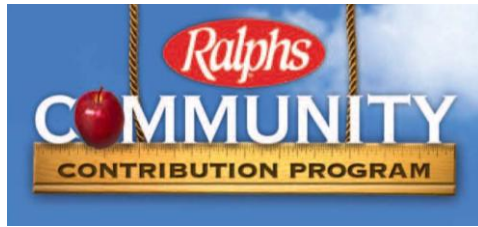


RALPHS COMMUNITY CONTRIBUTIONS PROGRAM



FREQUENTLY ASKED QUESTIONS AND ANSWERS

1. *Question:* How much can my favorite community organization earn?

Answer: The 'Term' beginning 9/1/2011 through 8/31/2012 is based on a sliding scale of household monthly purchases as follows:

<i>-Up to \$200 per month of eligible purchases</i>	<i>1%</i>
<i>-Between \$200.01 and \$350 per month of eligible purchases</i>	<i>2% of amount over \$200</i>
<i>-Between \$350.01 and \$500 per month of eligible purchases</i>	<i>3% of amount over \$350</i>
<i>-Over \$500 per month of eligible purchases</i>	<i>4% of amount over \$500</i>

Ralphs Community Contributions limits their quarterly contributions to a maximum of \$625,000 to be distributed among all participating eligible organizations, and \$150 per individual REWARDS Card or household. In the event that total earned contributions exceed the maximum contribution limit, Ralphs will prorate and reduce the contributions based on the total contributions earned by all participating organizations and their members.

2. *Question:* Does Ralphs have any restrictions on how my community organization uses the rewards I help earn?

Answer: All proceeds derived from the Community Contribution Program must be used for charitable purposes within the communities Ralphs serve and cannot be used for political, legal or administrative purposes. Ralphs has the discretion and right to terminate any Organization from the Program at any time if it is determined that any of the proceeds are used for political, legal or administrative purposes.

3. *Question:* Once I have enrolled, is my personal information secure?

Answer: We do not sell, trade or rent our customers' personal information to outside companies or marketing firms. Please read our complete Privacy Policy online at www.ralphs.com.

4. *Question:* Privacy is important to me personally as well. What information will you share with my organization?

Answer: The quarterly reports sent to your chosen community organization will show your Ralphs rewards Card Number, your first name, your last name and your donation amount. Your information will not be shared with anyone else. Please read our complete Privacy Policy online at www.ralphs.com.

5. *Question:* After I sign up my Ralphs rewards Card with an organization, how long before my purchases start counting towards rewards?

Answer: Your purchases will begin counting for your designated organization within 72 hours of signing up your card online (after the beginning date of the Term).

6. *Question:* How do I know my Ralphs rewards Card is registered?

Answer: Within 7-10 business days of successfully registering your Ralphs rewards Card online, you will see at the bottom of your Ralphs receipt "At your request, Ralphs is donating to 'your organization name'."

7. *Question:* Does everything in my shopping cart count towards my donation to my organization?

Answer: Supporters can earn rewards on almost everything, every time they shop! However, there are specific purchases that cannot be included: alcohol, tobacco, pharmacy, postage stamps, giftcards and Green Dot Prepaid Cards, gift certificates, CRV, fluid milk and milk products, lottery and promotional tickets, fuel, fuel center purchases, and Sales Tax.

8. *Question:* Does participation in the program interfere with my individual Rewards?

Answer: No. Your individual rewards are awarded to you and your household. Your Community Contributions are for your favorite community organization. Even though both programs are based on your Ralphs purchases and are linked to your Ralphs rewards Card, the two programs are completely unrelated to each other.

9. *Question:* Can I give to more than one organization at a time?

Answer: No. Your Ralphs rewards Card can be linked to only one organization at a time. However, you may choose to give to two organizations annually by changing your non-profit organization designation after six months. That way, you can give to one organization for six months and then the other for six months.

10. *Question:* How do I change my Ralphs rewards Card to contribute to a different organization?

Answer: Just go online at www.ralphs.com, click on Sign In, click on My Account, click on Community Rewards, click on Edit Community Contributions then complete the information with your new organization number.

11. *Question:* Why do I have to re-register next year if I'm already participating prior to September 2011?

Answer: The Ralphs Community Program will be evaluated every year and changes will be considered based on the success of the program. By making a one-year commitment to Ralphs, Ralphs is also making a one-year commitment to you and your favorite community organization. It also gives each organization an opportunity to refresh its membership by spreading the word to new members and keeping the previous members informed about any changes to the program. The annual re-enrollment will also help your favorite organization and Ralphs maintain an updated list of group members' current address information, etc.

12. *Question:* What are the step-by-step instructions so I can register my Ralphs rewards card online?

Answer:

IF YOU HAVE NEVER REGISTERED YOUR REWARDS CARD ONLINE

NOTE: We have a secured website, these procedures will apply to everyone who has not entered their email address and assigned a password.

1. Log in to www.ralphs.com
2. Click on 'Create an Account'
3. Follow the 5 easy steps to create an online account
4. You will be instructed to go to your email inbox to confirm your account
5. After you confirm your online account by clicking on the link in your email, return to www.ralphs.com and click on 'my account' (you may have to sign in again first).
6. View all your information and edit as necessary
7. Link your card to your organization by clicking on 'edit my community contribution' and following the instructions.

IF YOU HAVE ALREADY REGISTERED YOUR REWARDS CARD ON-LINE

(This means that you have already entered your email address and assigned yourself a password)

1. Log in to www.ralphs.com
2. Click Sign In
3. Enter your email address and password
4. Click on 'My Account' (In the top right hand corner)
5. View all your information and edit as necessary
6. Link your card to your organization by clicking on 'edit my community contribution' and following the instructions.

13. *Question:* What if I or my family members don't have access to a computer or an email address, how do I donate to my favorite organization?

Answer: There is an alternate registration method, a scanbar letter. Just have your organization coordinator call us at 1-800-443-4438 and we will mail a scanbar letter directly to your organization. Your coordinator can make copies and just take your copy to the store the next time you shop and scan it within your order along with your rewards card or phone number and you will be linked with your organization for the duration of the current term.

14. *Question:* What if I don't know what my card number is because I use my phone number?

Answer: Just call our Ralphs rewards card hotline at 1-800-660-9003. Let the representative know that you need ALL digits to your card in order to register for the Community Contributions program.

HAVE QUESTIONS NOT ANSWERED HERE?

**Please contact us at 1-800-443-4438
Monday – Friday, 8am – 4pm**