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AUGUST 19, 2009

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Kroger to Continue as Presenting Sponsor of the Vectren Dayton Air Show

Dayton, Ohio – The Kroger Company has announced it will continue as the Presenting Sponsor of the Vectren Dayton Air Show. Headquartered in Cincinnati, Kroger is one of the nation's largest retail grocery chains. It has been the Presenting Sponsor of the Air Show since 2001. Held annually in July at the Dayton International Airport, the Vectren Dayton Air Show presented by Kroger recently completed its 35th anniversary with the 2009 show.

In making the announcement, Geoff Covert, President, Kroger Cincinnati/Dayton Division stated, "The Dayton Air Show is a premier event in the region. By partnering with the show we are not only able to support the communities we serve, but bring value to our customers in the region. We at Kroger are very pleased to continue this great relationship."

The Kroger Presenting Sponsorship has several components. Kroger serves as the exclusive public general admission ticket outlet for the show at over 100 Kroger stores in the southern Ohio region. In addition, Kroger provides event marketing through television, radio and print advertising. Other major components include financial support and catering services to the show's chalet area through its Chef's Choice catering division.

"We are thrilled Kroger has decided to remain as the Presenting Sponsor of the show," stated Michael Emoff, Chairman of the USATS Board of Trustees, organizers of the event. "We are proud to continue to present the respected Kroger name, and we appreciate the support Kroger has provided to our show and community," Emoff added.

The 2010 Vectren Dayton Air Show is tentatively scheduled for July 17th and 18th. Announcements on upcoming attractions will be made on the show's website www.daytonairshow.com.

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Founded in 1975, the Vectren Dayton Air Show Presented by Kroger is one of America's premier air shows. The Air Show showcases world-class aerobatic champions, military jet demonstrations and entertainment for the whole family celebrating Dayton's aviation heritage as home of the Wright Brothers, National Museum of the US Air Force and Wright Patterson AFB. For more information visit www.daytonairshow.com