

A TEXAS-SIZED CELEBRATION

H-E-B's Centennial Events Offer Reasons to Celebrate All Year



100 Years Thanks to You!

In 2005, H-E-B will celebrate 100 years of serving Texas. To commemorate this important milestone, we are hosting a yearlong celebration that will include parties, gifts and many surprises as we say “thank you” to the people and communities that have made H-E-B a success.

Gifts as Big as Texas

For our customers, we have four exciting in-store promotions that will run throughout the year. H-E-B shoppers will have the opportunity to win tremendous prizes such as \$100,000 in cash, four brand new Ford F-150 Texas Edition trucks, 100-second H-E-B shopping sprees, tickets to premier concert events around the state and even a new home! All of these programs are made possible through the generous support of the Celebration 100 sponsors – Coca Cola, ConAgra, H-E-B Own Brands, Kraft and Procter and Gamble

Our Partners Take the Cake!

So much of H-E-B's success is due to the more than 56,000 Partners who serve our customers each and every day. To show our appreciation, we're throwing parties at every work location in January, 2005. Throughout the year, every Partner will be treated to a series of special “Celebration 100” commemorative gifts plus the opportunity to win prizes through an internal company sweepstakes. And to personally say “thank you,” members of H-E-B's Senior Leadership Team will be visiting every store in Texas and Mexico.

Communities Join the Party

The party extends outside our stores as well. To reinforce H-E-B's commitment to the communities that we serve, we have initiated a series special initiatives focusing on hunger relief and prevention, education and the environment.

- On November 10th, H-E-B and Southwest Airlines took to the skies for “The Flight to Fight Hunger,” to support the 18 Texas food banks associated with America's Second Harvest — The Nation's Food Bank Network. In 24 hours, one 737 and 31 trailers delivered more than 1.25 million pounds of food (enough to serve 780,000 meals!) to officially launch the Celebration 100 campaign.
- When it comes to supporting education, H-E-B is doing something that has never been done before. This year, the company's annual Excellence in Education Awards will include a special \$100,000 cash prize for the best school district in Texas. What better way to look forward to the next 100 years than to support the future of our children?
- H-E-B also kicked off this milestone year with the “Trees for Texas” program in partnership with American Forests. To care for the environment, we are working with 40 schools across the state to plant more than 100 tree saplings all harvested from famous historic Texas trees.
- Throughout the year, H-E-B will also bring the party to the people through the Celebrate Texas Tour. The world's largest grill and smoker will be traveling the highways of Texas along with a host of commemorative vehicles to visit more than 100 community events and festivals as well as store openings.

The Stars at Night are Big and Bright...

Even Texas celebrities are getting into the spirit. Houston Astros pitcher Roger Clemens, Tony Parker and Bruce Bowen of the San Antonio Spurs, Ray Benson of Asleep at the Wheel, and University of Texas mascot, Bevo, are just a few of the famous Texans that will be featured in a series of television ads launching the H-E-B Celebration 100 campaign.

Every Birthday Needs Party Favors

Look for many unique gifts to commemorate this landmark year such as the H-E-B *Made in Texas* cookbook, which is in stores now and causing quite a stir. Also hitting the shelves during 2005 will be a variety of limited edition Own Brand products such as H-E-B Cola in special glass bottles, cookies and candies in commemorative tins and H-E-B More Fruit and Salsa in a collectible glass mason jar.

It's just our way of saying "Thanks Texas, for 100 great years!"
