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**TEAGUE RESIDENT PAUL RAY PELTON FIRST TO WIN FORD F-150
IN H-E-B'S TEXAS TRIO GRANDE CONTEST**

First in Series of Customer Contests Helps Celebrate H-E-B's Centennial

MEXIA, Texas – May 19, 2005 – Mexia H-E-B shopper Paul Ray Pelton of Teague has even more reason to join in H-E-B's yearlong Centennial Celebration. Pelton has just won a Ford F-150 Texas Edition truck, one of the Texas-sized prizes available in H-E-B's Centennial contest, "Texas Trio Grande." He will receive his new truck at the H-E-B at 701 E. Milam during a celebration on Tuesday, May 24 at 12:30 p.m.

"All of our 95 Partners are thrilled that a Mexia resident has won a Texas Trio Grande prize," said H-E-B's Mexia Unit Director Mike Fletcher. "And, there are still lots of chances to win great prizes."

A total of four Ford trucks are available in the contest. Additional prizes include:

- \$100,000 cash
- 1,000 barrels of Texas crude oil (or cash value)
- A four-year scholarship to a Texas university (or cash value)
- A VIP trip for 10 to the 2006 San Antonio rodeo (including rodeo passes, hotel suites and transportation)
- An on-camera appearance in an H-E-B television commercial
- One of 500 H-E-B gift cards in amounts of \$100, \$50 and \$25

"The Texas Trio Grande promotion was only the first in a series of Centennial Celebration contests," said H-E-B Centennial Project Director Kate Rogers. "It's H-E-B's 100th birthday party and we have a number of surprises in store, all of them designed to thank our customers in a way that will be fun, while capturing the big, bold spirit of Texas."

To play the game, each time a customer purchased any three participating products¹ at checkout, a game piece was automatically printed on the checkout coupon. Customers collected the game pieces and if they matched three game pieces in a prize column, they won the corresponding prize. H-E-B launched Texas Trio Grande on March 2, 2005, Texas Independence Day.

Eligible products included any size or variety of the following: Charmin; 24-count packages of Coca-Cola Regular, Diet Coke and Sprite; H-E-B and Hill Country Fare Unflavored Water; H-E-B Classic Selections; H-E-B Coffee and Café Ole Coffee; H-E-B Fully Cooked Meats; H-E-B Mootopia; Kool-Aid Jammers, Bursts and Gels; Kraft Cheese (Shredded and Chunk); Kraft Mayo and Miracle Whip; Orville Redenbacher Popcorn (microwave varieties only); Pampers Diapers and Wipes; Ranch Style Beans; Tide and Wesson Oil.

About H-E-B

For 100 years, H-E-B has been an innovative retailer. Known for its fresh food, quality products and convenient services, H-E-B strives to provide the best customer experience at the lowest prices. Based in San Antonio, H-E-B proudly employs more than 56,000 Partners and serves millions of customers in more than 150 communities throughout Texas and Mexico. For more information about H-E-B and its Centennial Celebration, please visit www.heb.com.

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¹ No purchase necessary. See store for details.