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H-E-B'S ROOTS RUN DEEP IN TEXAS

H-E-B, American Forests, Texas Forest Service Partner to Plant 100 Historic Trees Across the State in Honor of Centennial Celebration

SAN ANTONIO, Texas – April 1, 2005 – H-E-B is going out on a limb this spring. In partnership with American Forests and the Texas Forest Service, H-E-B will plant 100, 40-gallon Treaty Oak trees at historic sites and city parks in communities across the state in honor of the retailer's Centennial Celebration. H-E-B's "Trees for Texas" initiative will culminate with special tree planting ceremonies on Wednesday, April 13, 2005 in Austin, Corpus Christi, Houston, Laredo, McAllen, Midland/Odessa, San Antonio and Waco.

"H-E-B is committed to actively pursuing environmental initiatives that ensure the natural beauty of the communities we serve," said Susan Ghertner, H-E-B's Manager of Environmental Affairs. "We are proud to make this important environmental contribution to the state of Texas as a part of our Centennial Celebration."

Each tree-planting ceremony will include remarks from local dignitaries, environmental organizations and local H-E-B representatives, as well as local school children and H-E-B Partners assisting with the tree-planting process.

"Trees for Texas" launched in September 2004, when H-E-B announced a new education grant for sixth through eighth grade teachers in the communities it serves. Forty teachers from across the state were each given five historic tree saplings to plant at their schools, along with curriculum training and "CITYgreen" education software to share the environmental and economic importance of trees with their students.

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The “Trees for Texas” initiative continues the legacy of one of the most famous trees in Texas – the Treaty Oak. Located in Austin, the Treaty Oak is widely known for its beauty and deep roots in Native American and Texas history. The now 500-year-old giant is the last surviving tree of a grove of 14 known to local Indians as the Council Oaks. Under the Treaty Oak’s shaded, protective branches, the Comanches and Tonkawas held feasts and religious ceremonies and planned battles. Although undocumented, legend says the Father of Texas, Stephen F. Austin, signed the first boundary treaty with local Native Americans under the trees, thus giving the Treaty Oak its name.

In 1989, a deliberate poisoning destroyed much of the Treaty Oak. The story gained national and international media attention as experts successfully saved the tree. In 1997, the Treaty Oak produced its first acorns since the poisoning, and they were collected and germinated. Today, H-E-B’s “Trees for Texas” campaign ensures the legacy of this special and historic tree.

“Our historic tree-planting program is a perfect fit for H-E-B’s Centennial Celebration,” said Deborah Gangloff, Executive Director of American Forests. “We’re excited to work with a company that is a true Texas legend to honor the past and look forward to the future by planting offspring from a historic and meaningful tree like the Treaty Oak.”

About American Forests

American Forests (www.americanforests.org) is the nation’s oldest non-profit citizens’ conservation organization. As a part of its “Global ReLeaf” reforestation project, American Forests will plant 4,000 trees in honor of the 40 selected schools included in the “Trees for Texas” initiative.

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 over 56,000 Partners and serves millions of customers in more than 150 communities throughout Texas and Mexico. For more information about H-E-B, please visit www.heb.com.