



For Immediate Release

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Shoppers Spending \$100 A Week Could Save An Average \$700+ A Year on Similar Packaged Groceries at Walmart

Retailer Underlines Its Price Leadership with New Grocery Ad and Supporting Research

BENTONVILLE, Ark., Sept., 12, 2008 – To show Americans how much money they could save by choosing Walmart for groceries and other products, the retailer is launching a new TV advertising campaign focused on everyday purchases and the savings that could be realized by purchasing these types of products at its stores.

Walmart's newest ad notes shoppers spending \$100 per week at a supermarket could save on average more than \$700 a year by purchasing the same kind of packaged grocery products at Walmart. The ad is supported by a recent independent study from Global Insight on comparative packaged grocery prices, showing overall that Americans shopping at supermarkets could have saved more than \$21 billion last year by purchasing the same categories of food at Walmart.

"Walmart customers trust us to do the savings work for them so that they don't have to drive from place to place to catch a sale, or build their shopping list just based on coupons," said Stephen Quinn, chief marketing officer, Walmart US. "We provide real savings across the store every day, just as we have done since we first opened our doors."

The 15-second ad will run on network affiliates and cable stations throughout fall. The new ad on grocery savings also complements the retailer's more recent Sam's Choice Take 'n Bake pizza ad, which shows families that enjoy pizza once a week can save hundreds of dollars a year choosing Walmart versus delivery.

Consumers can go to www.walmartstores.com/priceleadership to see the TV campaign and view a variety of independent price studies that illustrate the savings impact of Walmart prices. For example, *A Cost Comparison of Shopping for Food Categories at Wal-Mart and Other Grocery Stores*, the newest Global Insight grocery market study, is available on the site. This independent study analyzes a year's worth of packaged grocery purchases from more than 100,000 households. This study complements earlier Global Insight research on Walmart's economic impact over 20 years through 2006, that found the average American family saves \$2,500 a year regardless of where they shop, since Wal-Mart's presence and leadership helps keep prices low.

"This new Global Insight grocery cost comparison study reaffirms the findings of previous vigorous academic studies -- that Walmart brings lower prices to households and communities," said Wendell Cox, co-author of *The Wal-Mart Revolution: How Big Box Stores Benefit Consumers, Workers, and the Economy* and a consultant to Walmart. "This reminder is particularly timely, in light of the intensifying concern about rising prices for food and other products."

In addition to sharing its savings in ad circulars mailed to homes and available online, Walmart has also introduced this year new online resources to provide consumers tips and ideas to help stretch their dollars: www.MakeYourDollarStretch.com and www.walmart.com/moneysavingmoms.

About the Global Insight Research

The latest Global Insight study, *A Cost Comparison of Shopping for Food Categories at Wal-Mart and Other Grocery Stores*, was commissioned by Walmart to provide an independent and credible statement, and to quantify the impact of Wal-Mart's food product category prices on total savings (or dis-savings) for U.S. consumers in 2007. The report is available at www.walmartstores.com/priceleadership.

About Wal-Mart Stores, Inc. (NYSE: WMT)

Wal-Mart Stores, Inc. operates Walmart discount stores, supercenters, Neighborhood Markets and Sam's Club locations in the United States. The Company operates in Argentina, Brazil, Canada, China, Costa Rica, El Salvador, Guatemala, Honduras, Japan, Mexico, Nicaragua, Puerto Rico and the United Kingdom and, through a joint venture, in India. The Company's securities are listed on the New York Stock Exchange under the symbol WMT. More information about Wal-Mart can be found by visiting www.walmartstores.com. Online merchandise sales are available at www.walmart.com and www.samsclub.com.

Editors Note:

Grocery Ad claim is supported by 8/15/08 Global Insight, Inc. *A Cost Comparison of Shopping for Food Categories at Wal-Mart and Other Grocery Stores*, based on 2007 sales of packaged foods by category; excludes fresh meat, produce & other random weight items. Local savings vary.

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