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**H-E-B Employees Raise \$1 Million
for Annual United Way Capital Area Campaign**

United Way Capital Area to Host "Thanks a Million" event at H-E-B stores on Oct. 26

AUSTIN, Texas – October 25, 2010 – Proving that a recession is a perfect time to give, H-E-B employees kicked off this year's United Way Capital Area (UWCA) campaign season by pledging more than \$1 million. UWCA's campaign season is now in full swing with more than 400 companies (both large and small) contributing at their workplace. UWCA's fundraising goal this year is \$14.5 million.

To show their appreciation, UWCA will host a "Thanks A Million" event on Tuesday, Oct. 26 from 10-11 a.m. in select H-E-Bs across the Central Texas area. H-E-B will host "guest baggers" and greeters from local United Way's throughout the stores. For a listing of participating H-E-B locations, see the information below.

"We like to say we're in the business of growing philanthropists through our workplace campaigns," said Debbie Bresette, President of United Way Capital Area. "This an encouraging way to start our campaign and raise the \$14.5 million needed to move us forward in continuing our efforts to create community change and improve the lives of those in need."

The completely H-E-B employee-driven campaign was made possible by store coordinators reminding their fellow employees that giving was not only important and necessary, but also easy. Smashing their previous giving record, thousands of H-E-B employees from 54 stores in Central Texas counties gave \$1,029,974.02 – a nearly 25 percent increase from 2009. This million-dollar gift is a prime example of H-E-B's "Helping Here" slogan.

"I'm humbled and proud of the continued generosity of our H-E-B Partners (employees) through these challenging economic times. They work hard to take care of the needs of

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our customers both inside our stores, and outside in the community. It's important to recognize that this employee-driven pledge by our Partners is separate and in addition to our corporate giving to United Way. This was driven completely on the ground level, by motivated and giving Partners who greet customers at our stores every day," said Jeff Thomas, Senior Vice President and General Manager, H-E-B Central Texas Region.

The money raised will assist UWCA and its partner agencies in their efforts to address critical social issues in the areas of education, income and health. H-E-B is one of hundreds of Central Texas companies who help United Ways throughout the region each year in serving Central Texans with innovative programs and services.

Guest baggers from local United Way's will visit the following stores on Tues. Oct. 26 from 10-11 a.m. for the "Thanks a Million" event:

Hancock H-E-B – United Way Capital Area
1000 E. 41st Street, Austin

Leander H-E-B –United Way of Williamson County
651 N US Highway 183, Leander

San Marcos H-E-B –United Way of Hays County
641 East Hopkins Street, San Marcos

About H-E-B

Every H-E-B delivers fresh food, quality products, and convenient services all designed around the specific needs of each community. And with stores in more than 150 communities around Texas, you're sure to find one near you.

For more than 100 years, our commitment and involvement in the community has been an important part of the way we do business. We're proud to support initiatives like the H-E-B Food Bank Assistance Program, our annual Feast of Sharing holiday dinners, and the Spirit of H-E-B trailer that provides on-site relief in areas devastated by natural disasters. It's our way of saying thank you for allowing us to be your neighbor. We call it H-E-B's Spirit of Giving. In this spirit, we have contributed five percent of pre-tax earnings to public and charitable programs since the 1930s.

About United Way Capital Area

United Way Capital Area is working hard to advance the common good by focusing on three key areas: education, financial stability and health – the building blocks for a good life. UWCA works to create measurable change that prevent problems from happening in the first place and that empowers people to improve the quality of life for themselves and others. Our vision for Central Texas is a community where all individuals and families achieve their human potential through education, income and healthy lives. For more information, please visit www.unitedwaycapitalarea.org.

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