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FOR IMMEDIATE RELEASE

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HATCH™ Extends Program Following Donation of 100K+ Eggs

Donations of protein-rich eggs improve nutrition for more than 8,000 families to date

INDIANAPOLIS, June 26, 2015 — After providing 100,039 eggs to more than 8,000 families in Indiana during a 10-week pilot program, HATCH™ announced it will extend its program with The Kroger Co. (NYSE: KR) and Rose Acre Farms through 2015. This announcement was made during a special event at Gleaners Food Bank, one of two food banks distributing HATCH eggs to food pantries throughout Central Indiana. Officials also said HATCH, which is providing a new way consumers, food stores and farmers can work together to make eggs available to undernourished people, will continue exploring opportunities to expand its reach to other communities.

“HATCH is becoming a sustainable model for how people can work together locally to fight undernourishment and make a real, tangible difference in their communities,” said Bert Payne, operations leader for HATCH for Hunger at Elanco Animal Health, a division of Eli Lilly and Company. “The beauty of HATCH is that it is giving more people access to nutrient-rich eggs, even in the face of today’s higher prices due to reduced U.S. egg supplies.”

The HATCH pilot program, which involved 65 Central Indiana Kroger stores, provided one egg to a local food bank for each dozen Kroger-brand medium eggs purchased from April 13 through June 20. So far, 8.336 dozen (100,039 eggs) have been donated through Gleaners Food Bank and Midwest Food Bank.

“HATCH is gratitude, and gratitude is the smiles and thanks of the people receiving the eggs,” said Cindy Hubert, president and CEO of Gleaners Food Bank. “One mother who received HATCH eggs told me, ‘the HATCH program gave us the opportunity to have healthy food for breakfast instead of just eating junk food ... it makes a difference.’ *This* is what HATCH is all about.”

Even as one in four children in Marion County, Indiana, lives in poverty, many more people throughout the United States also are chronically undernourished. Eggs are an excellent source of protein and essential vitamins and minerals, which makes them especially helpful in the fight against hunger. One egg provides nutrients that can improve brain function in people of all ages, and delivers half the protein a young child needs each day.

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"Rose Acre Farms is proud to partner with Elanco and Kroger on a project as critical as hunger," said Amanda Jackson, director of sales, Rose Acre Farms. "HATCH has been a tremendous success due to the support of our local communities and Kroger shoppers. We recognize that nutritious foods are often hard to obtain for food-insecure families and that America's food banks find it incredibly difficult to acquire high-quality proteins. We are thrilled to meet this need by providing healthy, nutrient-dense eggs that will provide the protein and essential vitamins and minerals that are crucial for muscle, brain and eye development."

"We are extremely proud of the generosity of Kroger customers and associates who rallied behind HATCH to help neighbors put nutritious food on their plates," said John Elliott, manager of public affairs, The Kroger Co. "That's why we are thrilled to announce the extension of HATCH in 65 Central Indiana stores through Dec. 31. Like our long-standing Perishable Donation Partnership® — which has donated more than 195 million meals to community food banks — HATCH is another way we can work together to combat undernourishment."

Elanco, the company that developed HATCH for Hunger, plans to build on the HATCH pilot program to develop similar initiatives that can bring food security to other locations in the United States and additional countries.

For more information about how HATCH makes it easy for people to work together to fight hunger and undernourishment, visit HATCHforHunger.com, connect with Elanco on Facebook, follow @Elanco on Twitter and join the conversation using #HATCHforHunger.

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About Elanco

Elanco provides comprehensive products and knowledge services to improve animal health and food-animal production in more than 70 countries around the world. We value innovation, both in scientific research and daily operations, and strive to cultivate a collaborative work environment for nearly 7,000 employees worldwide. Together with our customers, we are committed to raising awareness about global food security, and celebrating and supporting the human-animal bond. Founded in 1954, Elanco is a division of Eli Lilly and Company. Our worldwide headquarters and research facilities are located in Greenfield, Indiana. Visit us at Elanco.com and EnoughMovement.com.

About Kroger

The Kroger Co. has been serving local communities for 132 years. Kroger Central Division has 136 food stores, 114 pharmacies and 89 fuel centers operating under four banners; Kroger, Scott's, Owen's and Pay Less, with locations primarily in Indiana and Illinois, in addition to three stores in Missouri, one in Michigan and one in Ohio. Kroger Central Division is dedicated to supporting every local community it serves, contributing more than \$13.5 million in 2014 to local organizations, primarily focusing on hunger relief, K-12 education, health causes and diversity. The Kroger Co. was once again named the most generous company in America in a Chronicle of Philanthropy listing detailed in Forbes Magazine. At Kroger we value: honesty, respect, inclusion, diversity, safety and integrity.

About Rose Acre Farms

Rose Acre farms, now the second-largest U.S. egg producer, provides exceptional quality shell eggs, specialty eggs, liquid eggs, egg protein powder and other egg products. Based in Seymour, Indiana,

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Rose Acre Farms has 17 facilities in six states, but retains the family-owned values of excellence and integrity that characterized the business when it began in the 1930s. As a United Egg Producer (UEP) certified company, Rose Acre Farms ensures its products always meet or exceed standards for food safety and nutritional content, while maintaining industry-leading animal husbandry practices.

About Gleaners Food Bank of Indiana

On a yearly basis, hundreds of thousands of hungry Hoosiers depend on food and other critical grocery products provided by Gleaners Food Bank of Indiana. Gleaners supplies items to hunger relief agencies and schools throughout 21 counties in central and southeast Indiana. Gleaners was founded in 1980 and is a member of Feeding America the nation's food bank network. Since its inception, Gleaners has distributed over 320 million pounds of food and critical grocery products to over 250 hunger relief agencies serving needy Hoosiers. In addition to food distribution to hunger relief agencies, Gleaners serves our most vulnerable populations, children and seniors, through specialty programs such as the BackSacks: Weekend Food for Kids, School-Based Food Pantries, and the Summer Meals for Kids programs, and to combat growing food insecurity among older Hoosiers, Gleaners is piloting senior outreach programs including mobile and agency based pantries to provide the necessary staples and nutritious foods to some of our most at risk populations. In Gleaners' 21-county service area, more than 260,000 struggle with hunger and food insecurity — and 97,000 of them are children. To learn more, visit gleaners.org.

About Midwest Food Bank

The Midwest Food Bank is a faith-based, nonprofit with locations in Indianapolis, Bloomington, Illinois, Peoria, Illinois, and Atlanta. Its mission is to alleviate hunger and poverty by gathering food donations, and distributing them to nonprofit organizations and disaster sites without cost to recipients. Today, the Indianapolis division and its 2,800 volunteers provide food to approximately 70,000 individuals via more than 270 agencies in 53 Indiana counties. For more information or to volunteer, visit midwestfoodbank.org.

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