



News Release

FOR IMMEDIATE RELEASE

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Sam's Club® Announces Results of Annual Savings Report Independent Study Confirms Savings Made Simple

Bentonville, Ark., October 15, 2009—According to a recent study, Sam's Club was found to save consumers on average 30.4 percent or approximately \$30 for every \$100 spent on some of the most frequently purchased product categories for home and personal use versus grocery and specialty retailers.

Sam's Club sponsored the study engaging an independent third party to randomly select the items and locations. The study covered 28 categories and 324 items and included collecting both regular and sale prices in 30 markets at more than 650 locations and is being released now in conjunction with the launch of Sam's Club new tagline **Savings Made Simple**,™ which was revealed earlier this month in national print and radio as well as online advertising.

"This study clearly demonstrates that families and small business owners can save at Sam's Club, which is consistent with my personal and professional experience as an expert shopper committed to helping consumers get the most value for their

Sam's Club Savings Made Simple Study Highlights

- 40% Grocery
- 39% Over the Counter Medicines
- 37% Laundry/Home Care
- 33% Juice/Water/Sports Drinks
- 32% Office Supplies
- 28% Pet Supplies
- 27% Dairy
- 26% Fresh Gourmet
- 26% Health and Beauty
- 24% Baby Care

Sam's Club member savings vs. grocery or specialty retailers.

A copy of the independent study methodology is available upon request.

dollar," said Stephanie Nelson, founder of Couponmom.com.

"In these tough economic times, consumers need to be smart about how to maximize their budgets and Sam's Club is making it easier for them." Sam's Club engaged Nelson to provide tips about shopping strategies and saving.

Sam's Club has created an online calculator at samsclub.com/savingsmadesimple for individuals to learn more about what they could be saving by being a member of Sam's Club. The new online tool, based on the overall data collected in the recent study, enables consumers to put Sam's Club to the test by estimating their average spend on a variety of product categories including baby, pets and groceries or others and to learn what they could be saving with a Sam's Club Membership. As a result of the study, current Sam's Club members receive an annual benefit summary, which estimates their personal savings and provides suggestions on how they could save more. Current members can also visit their local club to review their savings at any time.

Nelson suggests the following tips to maximize savings.

- Check your inventory and make a detailed shopping list.
- Set a budget and select items accordingly.
- Account for leftovers as lunch or snacks to avoid waste.
- Shop with a friend.
- Watch snacks and beverages and consider making some of your own.
- Consider less expensive substitutes and house brands such as Sam's Club Member's Mark™.

"We've taken the guesswork out of comparison shopping," said Cindy Davis, executive vice president, Membership, Marketing and E-commerce. "We are pleased to be able to share the results of the study in a way that is interactive, informative and reinforces saving is simple with Sam's Club."

Price conscious consumers and small business owners are finding additional savings at Sam's Club with the launch of eValues, which provide Plus Members with personalized digital offers that can be redeemed at the register. There are no coupons to clip with eValues since they are loaded right onto the Sam's Club membership card.

About Sam's Club

Sam's Club is a division of Wal-Mart Stores, Inc., (NYSE:WMT). The first Sam's Club opened its doors in Midwest City, Okla., in 1983. Today, Sam's Club serves more than 47 million U.S. Members with locations nationwide, as well as in Brazil, China, Mexico and Puerto Rico. Sam's Club saves its members on average 30.4 percent over grocery and specialty retailers by offering superior values on quality merchandise and services for home or work. Saving is made simple at Sam's Club. Visit **samsclub.com** for more information.

Based on estimated annualized savings on items Members purchased most (based on sales, units and visits) in select categories derived from a survey conducted in 30 U.S. markets between July 27, 2009 and August 25, 2009 comparing our regular unit prices to regular and shelf-visible sale and loyalty discount unit prices of selected non-Club competitors, including, but not limited to, grocery stores and mass retailers but excluding Wal-Mart. Local savings for individual customers vary. For more information, please send request to the attention of Sam's Club Member Services, 608 S.W. 8th St., Bentonville, AR 72716-0745

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