

To Barbie, Frank,
Helen, Joe, Stan, Maxi,
Angelo & Stevie.
In fact, to everyone who
works at Loblaws.

Thank you for
keeping our promises.

This is no ad.

It's a love letter to the most important people we know. Our Loblaws staff. We made a lot of promises to our customers in recent weeks. A lot of pretty big promises.

We promised them helpful people. We promised friendly people. We promised efficient people. And you came through.

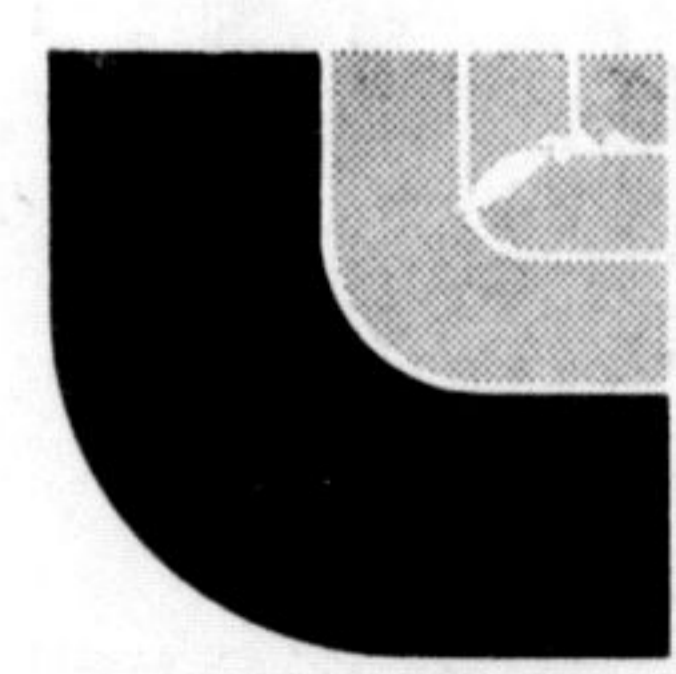
In the first few weeks of our new advertising campaign, business increased dramatically. More new customers than ever

have been pouring into Loblaws on the strength of the promises we've been making.

They're coming back, on the strength of the promises you've been keeping.

Thank you, every single one of you... store managers, assistant store managers, stock boys, meat and produce managers, cashiers, everybody, and Loblaws people all over the province.

We promised. And you delivered.

 **Loblaws**
More than the price is right.