



FOR IMMEDIATE RELEASE

MEDIA CONTACT:
Ashley Fulmer, APR
(404) 446-1672
afulmer@duffey.com

**JUST IN TIME FOR SUMMER SCRAPES AND SCRATCHES,
KROGER'S ATLANTA DIVISION LAUNCHES KERICURE™ WOUND CARE PRODUCT LINE**

-- Grocer's Atlanta Division exclusive carrier of sting-free, over-the-counter products --

ATLANTA (June 27, 2013) – Kroger's Atlanta Division – which includes 210 stores covering Georgia, Eastern Tennessee, Northern Alabama and South Carolina – announced this week that it is now the exclusive carrier of KeriCure™ Inc. wound care products.

KeriCure™ products take an innovative approach to keeping people safe from infection caused through minor cuts and injuries by combining nanotechnology with natural, soothing ingredients. The end result is a line of sting-free and breathable wound care product for use in the home, during travel and at play.

“With all of the outdoor activity associated with the summer months, we are proud to bring our customers unique, exclusive products to keep them safe throughout this active season,” says Glynn Jenkins, director of communications and public relations for Kroger's Atlanta Division.

The grocer's Atlanta Division is now offering the following KeriCure™ product:

- **KeriCure™ Skin Protectant** – Dries quickly to provide a no-sting, protective shield that is flexible and water proof while allowing your skin to breathe. It is formulated with HydroShield™ Technology to withstand vigorous activities including bathing and swimming, yet is gentle enough for even the most sensitive skin.

To learn more about the Kericure™ line of products – including those available throughout the Atlanta Division – please visit www.Kericure.com. To find a Kroger location nearest you, please visit www.kroger.com.

ABOUT KERICURE, INC.

KeriCure™ Inc. (KeriCure) is a woman-owned company founded in 2011 in the state of Florida. Its strong relationship with the University of South Florida provides KeriCure with an exceptional opportunity to develop and mature as we continue on our steady growth course. KeriCure was formed to bring a novel polymer technology to market in the form of highly effective topical wound care products. Founder Dr. Kerriann Greenhalgh has driven this mission since the onset of KeriCure. Motivated to provide effective topical wound coverage to users, Dr. Greenhalgh was personally affected by inadequate wound care available to consumers and has made it her goal to provide advanced wound care to patients and the everyday consumer.

ABOUT KROGER

Kroger's Atlanta Division is headquartered in Atlanta and is one of the Southeast's largest retail grocery chains with more than 210 stores covering Georgia, Eastern Tennessee, Northern Alabama and South Carolina. The Company focuses its charitable efforts on hunger relief, K-12 education, women's health initiatives and local organizations in the communities it serves. For more information about Kroger, please visit www.kroger.com.

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