

From: "Rodriguez, Victor M"
To: "Melly Trakas"
Date: Wed, 2 Jul 2008 14:56:38 -0500
Subject: Response from H-E-B

Ms. Trakas,

It was very nice speaking with you. As requested, below please find our mailing address.

H-E-B Customer Relations Department
P.O. Box 839999
San Antonio, TX 78283-9963
Attn: Victor Rodriguez Manager

Thank you for your comments concerning the content and location of certain magazines. We respect your views and appreciate you sharing them with us. We will share them with our Marketing Department for further review. The magazines we carry have a strong demand among many of our Customers. They expect to find them in our stores. We instruct the news agencies to place magazines that could be controversial in locations where young children cannot easily view them. We do not sell any magazines with frontal nudity. From time to time, we register complaints with the publishers about the sensationalism used to promote their magazines, and we choose not to sell some issues. While we do not claim to have an absolute answer, we do try to be responsible and responsive to as many of our Customers' wishes as possible. If you will let us know of the issues you see currently on the shelves that are offensive, we will address the issue with the appropriate members of management for further review. We also allow our stores management team to make decisions as they arise for their own customers.

Again, thank you for sharing your views, we will consider them when making future decisions.

Thank you,
Victor Rodriguez
HEB Customer Relations Manager
210.938.4360
Rodriguez.victor@heb.com