

July 25, 2008

To: HEB Customer Relations  
From: Mary (Melly) Trakas  
Re: Magazine racks and Family Friendly lanes  
CC: Victor Rodriguez

I am an HEB customer who has gone from spending \$160-\$180/wk to \$20-\$50/wk. The reason is the magazine racks at the checkout lanes. Again, I ask you to give myself and others a choice in lanes to check out in. Please make Family Friendly Buddy Lane(s). It would also help market your Buddy products. Also, call buyers and vendors and put them on notice for such explicit pictures and words.

This week, on Thursday, July 24, I could not find one checkout lane magazine rack without some inappropriate cover (also included was aisle 28 with a similar magazine cover item #15). They are as follows:

- |                             |                                   |
|-----------------------------|-----------------------------------|
| 1. Glamour                  | Aug'08 (sex words)                |
| 2. Instyle                  | Aug '08 (sex words)               |
| 3. Vanidades                | July 15 '08 (sex words)           |
| 4. Mira                     | Aug 4 '08 (sex words)             |
| 5. Mujer                    | Aug/Sep '08 (sex word and pic.)   |
| 6. Buehogar                 | Aug '08 (pic.)                    |
| 7. O Oprah Magazine         | Aug '08 (pic.)                    |
| 8. Maxim                    | Aug '08 (pic.)                    |
| 9. Women's Health           | Jul/Aug '08 (pic. and sex words)  |
| 10. Fitness                 | Aug '08 (pic. and sex words)      |
| 11. Vanity Fair             | Aug '08 (picture)                 |
| 12. Entertainment           | July 18 '08 (pic. and sex words)  |
| 13. Elle                    | Aug '08 (pic.)                    |
| 14. Cosmopolitan(span)      | July '08 (sex words)              |
| 15. Cosmopolitan (eng)      | Aug '08 (pic. and sex words)      |
| 16. Cosmo. Style and Beauty | Sum/Fall '08 (pic. and sex words) |
| 17. Oxygen                  | Sep '08 (pic. and sex words)      |
| 18. Self                    | Aug '08 (pic. and sex words)      |
| 19. Latino Future           | Jul/Aug '08 (pic.)                |
| 20. Modern Bride            | Aug/Sep '08 (pic. and sex words)  |
| 21. Marie Claire            | Aug '08 (pic. and sex words)      |

HEB Corporate, I would like to remind you of a few statements of yours:

1. On your careers/diversity page on your website, you say in Our Marketplace, “**we must understand and become sensitive to issues of culture, values, beliefs, etc. if we are to stay committed to our Customer Promise: to provide a shopping experience that meets their individual needs.**” Please be sensitive to my value and belief and of those of others (petitions to come).

2. In your HEB goodness Challenge in Feb 2007, Dya Campos, Director of Public Affairs for HEB, stated, “We take a great interest in the health and well-being of our customers..” The magazines with sexual words and revealing pictures ‘of women and sometimes men’ that HEB has at the checkout lanes does not show a ‘great interest in the health and well-being’ of the minds of our children/grandchildren or of concerned adults.

3. In your section titled About HEB, the statement includes, “...HEB strives to **provide the best customer experience** at every day low prices.” Show it and create Buddy checkout lanes.

Your HE Buddy programs and merchandise show that you have a great interest in children and their well being. Show it further with *family friendly* Buddy lanes.

The nature of these magazines is offensive morally, but in another way as well. A concerned friend, Marie Washington stated, “Young teenagers on up to adults, are sometimes adversely affected when they see the magazine covers and compare their chest size and body shape. There is psychological and emotional damage that comes because they see that they don’t look similar, and therefore come to believe that they aren’t good enough, or don’t measure up.”

Again, please make some Family Friendly checkout lanes. Stand by your commitments and mission. Show your commitment to providing the best customer experience for the young, as well as the adults.

Thank You,

Melly Trakas