



September 23, 2008

Mrs. Mary Trakas  
11106 Claypool Drive  
San Antonio, Texas 78230

Dear Mrs. Trakas,

H-E-B is deeply committed to serving the diverse needs of all our valued customers. Serving our customers beyond their expectations is what we strive for on a daily basis and is what sets H-E-B apart from the rest.

Mrs. Trakas, we thank you for sharing your concerns with us. Please know that your comments are valued and that we have taken them into consideration. We very much appreciate your candor and respect your views as we do with all of our customers.

H-E-B will continue to monitor the non-traditional check stand we have piloted at our retail location on Wurzbach and I-10. This pilot project has been under consideration for many months and we are committed to continuously looking to try new and innovative forms of business.

Once again, thank you for your comments and for caring about your H-E-B.

Sincerely,

Dya Celeste Campos  
Director of Public Affairs