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GIANT EAGLE ENHANCES MYPERKS LOYALTY PROGRAM, BRINGING THE BEST OF FUELPERKS+ AND MYPERKS INTO A SINGLE PLATFORM

Retailer to transition customers currently enrolled in fuelperks+ into enhanced myPerks program on January 25, providing more ways to earn and flexibility in how perks are redeemed

PITTSBURGH – Giant Eagle, Inc., one of the nation's leading food, fuel and pharmacy retailers, announced today the launch of its enhanced myPerks loyalty program, giving customers the ability to earn perks faster and redeem them in the way that allows themselves and their families to maximize savings.

Coinciding with the launch of the enhanced myPerks program, all Giant Eagle customers enrolled in the retailer's fuelperks+ loyalty program will be transitioned into myPerks on January 25. Customers new to myPerks will immediately benefit from being part of a program that awarded customers more than six billion perks in 2023, more than the number of perks awarded to fuelperks+ customers last year.

The enhanced myPerks program will offer all customers:

- **The ability to earn perks faster** through increased perks earning opportunities on Giant Eagle brand products, prescriptions, access to third party partners such as Booking.com, and through enrollment in myPerks Pay programs.
- **Flexibility to redeem perks for free groceries and gas** in three distinct ways. This shift gives customers control to redeem perks the way that works best for them. All customers now have the choice to redeem their perks as a specific dollar amount off their total transaction (a choice that may be more desirable for smaller purchases), as a percent off groceries (up to 20%) at the supermarket, or for cents off per gallon (up to 30 gallons) of gas at GetGo. The customer's perks redemptions options will be displayed during checkout and the option that provides maximum savings will be highlighted.
- **More time to accumulate perks**, with all customers having up to 12 months to redeem perks earned.

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- **More ways to achieve Pro status**, the top tier of the myPerks program that unlocks the ability to increase perks earnings by 50% across groceries, prescriptions, gas, and gift cards. Customers can now achieve Pro status by either earning 2,500 perks over a six-month period or completing 25 qualifying trips to Giant Eagle, Market District or GetGo locations in six months, including qualifying prescriptions at Giant Eagle Pharmacies and qualifying gift card purchases.

“This latest evolution of our longstanding, popular loyalty program came from listening to our customers and recognizing that we had an opportunity to bring together the best of our two programs in a way that delivers flexible, meaningful savings for all customers,” said Justin Weinstein, Executive Vice President, Chief Strategy and Marketing Officer at Giant Eagle. “More than ever, myPerks now provides customers with the flexibility to redeem perks in various ways and clarity on which redemption option may be most valuable to them.”

Since launching its first loyalty program 20 years ago, Giant Eagle has continually evolved how it uses its unique customer value platform to ensure the retailer meets the changing needs of its customers. The myPerks program was first introduced to customers in Canton, Ohio in November 2020 and has since been open for enrollment by all customers chainwide. Today, the enhanced myPerks program is differentiated from its fuelperks+ predecessor through increased perks earning opportunities, improved perks redemption flexibility and easy-to-understand communications about customers’ redemption options. Customers interested in taking their perks earnings even further can also explore enrollment opportunities in myPerks Pay Direct and myPerks Pay Rewards Visa Credit Card.

No action is needed by customers currently enrolled in Giant Eagle’s fuelperks+ program. Customers can continue to scan their advantage card when making purchases to earn and redeem perks, and all perks earned under the fuelperks+ program will automatically be transitioned to customer’s myPerks accounts on January 25.

To celebrate the launch of the enhanced myPerks program, Giant Eagle will be announcing various promotions in the coming weeks, including perks giveaways and unique experiences. More information on myPerks program features, qualifications and restrictions and enrollment options for myPerks Pay programming can be found at www.GiantEagle.com/myperks beginning January 25.

About Giant Eagle

Giant Eagle, Inc., ranked among the top 40 on Forbes magazine’s largest private corporations list, is one of the nation’s largest food retailers and distributors, with approximately \$11.4 billion in annual sales. Founded in 1931, Giant Eagle, Inc. has grown to be a leading food, fuel, and pharmacy retailer in the region, with more than 470 stores throughout western Pennsylvania, north central Ohio, northern West Virginia, Maryland, and Indiana.