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Robert Greenwald to Release Another Misleading Video

Most Recent Effort Attacks Wal-Mart With Blatant Disregard For the Facts

BENTONVILLE, Ark, Oct. 25, 2005 – Wal-Mart is aware that Robert Greenwald will soon be releasing a video attacking our company, our associates, and the communities we care so deeply about.

We have seen the trailers and some “bonus” footage, and it’s already obvious that Mr. Greenwald has a careless disregard for the facts.

Let’s be clear about Mr. Greenwald’s intent: it is not to present a fair and accurate portrayal of Wal-Mart. It is a propaganda video – pure and simple – designed to advance a narrow special interest agenda.

So far, Mr. Greenwald has offered only criticism – and distorted criticism at that. He hasn’t offered solutions to the challenges that working families face every day in America.

What does Wal-Mart offer in the way of solutions? What do we offer every day in our stores and communities to working Americans?

We offer 1.2 million hard-working men and women not only jobs, but careers. We offer families the opportunity to save, on average, \$1,250 per year by shopping at Wal-Mart. We offer African-Americans, Hispanic-Americans, senior citizens and women a workplace consistently considered among the most diverse in America. We offer our communities the charitable support they need -- to the tune of \$170 million last year alone – to do good works.

From what Mr. Greenwald has already said and the footage he has already released, it is clear that his facts are wrong. It is clear his premise is wrong. It is clear – because he can only criticize – his narrow agenda is wrong for the working families of America.

We at Wal-Mart value our customers, our associates, and our communities. And we’ll continue to work hard to be a company that not only we can be proud of, but every customer and community we serve can be proud of too.

About Wal-Mart Stores, Inc.

For more information on how Wal-Mart supports America’s working families visit www.walmartfacts.com.

Wal-Mart Stores, Inc. operates Wal-Mart Stores, Supercenters, Neighborhood Markets and SAM'S CLUB locations in the United States. Internationally, the company operates in Argentina, Brazil, Canada, China, Germany, Japan, Mexico, Puerto Rico, South Korea and the United Kingdom. The company's securities are listed on the New York and Pacific stock exchanges under the symbol WMT. Online merchandise sales are available at www.walmart.com.

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Robert Greenwald: Three Errors in Three Minutes

While there may be two sides to a story, there is only one set of facts. Instead of presenting a well-documented, objective assessment of Wal-Mart's impact on the community, Greenwald has amassed an array of advocacy, conjecture and misinformation contrived to fuel his anti-Wal-Mart agenda.

1. Wal-Mart "Crushed" Local Hardware Store

Reel Life: At 0:35 of the new Greenwald trailer, a man is pictured on the screen, stating: "Sam Walton I don't think would be comfortable with the way things are going right now. I don't...think this is why he started this store. It wasn't to crush other competition."

Quick cut to a large hardware store with a lightened orange sign emblazoned "H & H Hardware" (with a very large space in between "H & H" and "Hardware"). Against the backdrop of a cold and dreary dusk, the store's lights fade to black, signaling its imminent demise, the latest local or family competitor "crushed" by Wal-Mart. If there is any doubt, the trailer quickly cuts to a shot of heavy construction equipment shoveling dirt into a metaphorical grave.



Real Life: The store pictured in the Greenwald trailer is the former "H&H ACE Hardware" in Middlefield, Ohio. (Source: InfoUSA.com US Business Directory; *Plain Dealer* (Cleveland), 8/13/04)

Look closely at the picture of the "closing" store on its "last day of operation." There is snow in the foreground, and leafless branches in the background. The last reported snowfall in Northern Ohio, according

to the *Plain Dealer* (Cleveland), was April 24, 2005. But the Wal-Mart that supposedly "crushed" this business by moving into town did not even open until May 18, 2005 (<http://walmartfacts.com/newsdesk/article.aspx?id=1153>). In case Greenwald is suggesting that another Wal-Mart may have devastated this store, the next closest Wal-Mart is almost 18 miles away. (http://www.walmart.com/storeLocator/ca_storefinder_results.do?sfsearch_city=middlefield&sfsearch_state=OH&sfsearch_zip=&continue=&x=14&y=10)

So, Greenwald is either arguing that H & H Hardware was crushed by A) a Wal-Mart that hadn't opened yet, or B) the Wal-Mart to which customers drove up to 36 miles round trip (in this era of escalating gasoline prices) for their hardware purchases.



In spite of all this, you might argue, perhaps Wal-Mart has forever decimated the commercial viability of the former H & H Hardware. Wrong again. H & H was sold to a new owner in June, (just after the Wal-Mart opened) who so strongly believed in the location's long-term potential that he reopened a renovated store, Middlefield Hardware Inc. – also an ACE franchise – in the exact same place as the old

Robert Greenwald: Three Errors in Three Minutes

ACE store, on October 20, 2005. (<http://www.adzmar.com/acefa/search.jsp?page=storeLocator&address=&city=Middlefield&state=OH&zip=>)

And why did the new owner of Middlefield Hardware Inc. move so quickly? As the village's official website notes: "Middlefield Village is now one of the most prosperous villages of its size in Northeast Ohio...**Local business are thriving, and more are locating here all the time**, giving residents more and more conveniences." (<http://www.middlefieldohio.com/page4.html>)

2. Wal-Mart Has "No Place" for African-American Women in Management

Reel Life: At 1:11 of the new Greenwald trailer, an African-American woman is pictured on the screen, stating: "He [a Wal-Mart executive or manager] just bluntly told me, there's no place for people like you in management."



Real Life: Greenwald relays only one story when there is a wealth of evidence to the contrary. Wal-Mart is consistently recognized as one of the most diverse companies in the United States, plain and simple:

- Wal-Mart was recently named one of "The 30 Best Companies for Diversity" by *Black Enterprise* magazine. The magazine noted, "While the business of diversity may sometimes be difficult, it is important to laud those who are aggressively pursuing initiatives toward changing corporate America's status quo." (*Progressive Grocer*, 6/15/05 and <http://www.blackenterprise.com/exclusivesekopen.asp?id=1186>)
- Wal-Mart was rated among the top 50 companies for diversity in the U.S. for 2005 by DiversityInc Magazine, and was named one of the top corporations for multicultural business opportunities in 2004 by DiversityBusiness.com. (*Progressive Grocer*, 6/15/05 and <http://www.diversityinc.com/public/17823.cfm>)
- This year, Wal-Mart was also listed on the Hispanic Association on Corporate Responsibility's (HACR) Corporate Index as one of the top 10 companies for Hispanics. (*Progressive Grocer*, 6/15/05)
- *Asian Enterprise* magazine also featured Wal-Mart in its listing of the top 10 companies for Asian Americans. (*Progressive Grocer*, 6/15/05)

3. Wal-Mart Doesn't Pay a Living Wage (in Chicago)

Reel Life: At 1:22 of the new Greenwald trailer, four young African-American children are pictured on the screen, as a voice intones:

"No Wal-Mart in Chicago, they don't pay a living wage, they can't come to Chicago."

(Quick cut to L train, followed by the narrator, an African-American man, holding a sign stating "NO Wal-Mart in Chicago")



Robert Greenwald: Three Errors in Three Minutes

Real Life: The average hourly wage for Wal-Mart associates in Chicago is \$10.69 (www.walmartfacts.com) – over \$4 more than the Illinois minimum wage of \$6.50. (U.S. Department of Labor, <http://www.dol.gov/esa/minwage/america.htm#Illinois>)

Moreover, Chicago recently established a living wage of \$9.68 (for workers employed in the performance of city contracts; Source: Adam Yoffe, Assistant Director of Communications, Mayor's Office of Workforce Development) – one dollar less than the \$10.69 average hourly wage Wal-Mart pays its Chicago associates.

According to Steve Chapman, a member of the *Chicago Tribune* editorial board, “the city suffers less from mediocre wages than from unemployment – which, for most people, pays \$0.00 an hour. By establishing 600 new jobs in neighborhoods that are not teeming with employment opportunities, **Wal-Mart is likely to boost the wage level, not lower it.** In addition, the stores would offer inexpensive products to people who need to stretch every dollar.” (Steve Chapman, *Chicago Tribune*, 5/13/04)

The Facts on Wal-Mart's Contributions to Working Families

<p>WAL-MART MEANS OPPORTUNITY</p> <p>Why would 11,000 applicants show up for 400 jobs?</p>	<ul style="list-style-type: none"> • 76% of Wal-Mart store management started in hourly positions. • By the end of the year, Wal-Mart will have created more than 100,000 new jobs. • Wal-Mart routinely receives thousands of applications for the 300 to 450 jobs it creates when it opens a store. As the Wall Street Journal recently reported, the 11,000 applications we received for the 400 jobs available at a new store in Oakland, California made employment at that location statistically more competitive than gaining admission to Harvard University.
<p>WAL-MART MEANS DIVERSITY</p> <p>Providing opportunity for everyone.</p>	<ul style="list-style-type: none"> • Over the next five years, Wal-Mart will invest \$25 million in a private equity fund to support businesses owned by women and members of minority groups. • Of Wal-Mart's 61,000 suppliers, 5,200 are owned by women or minorities, and their businesses produce \$3 billion in goods for Wal-Mart each year. • A leading employer of Hispanics in America with more than 139,000 Hispanic associates. • A leading employer of African Americans with more than 208,000 African American associates. • Over 220,000 associates age 55 or older. • Wal-Mart has specific programs designed to prepare women and minorities for management jobs. This is one of the many reasons Wal-Mart recently made DiversityInc Magazine's Top 50 "Companies for Diversity" 2005 list.
<p>WAL-MART MEANS SAVINGS FOR WORKING FAMILIES</p> <p>Helping working families keep more of what they earn.</p>	<ul style="list-style-type: none"> • Wal-Mart's prices on groceries are 17-20% lower than other supermarkets. • Through direct savings on goods and services, and resulting competitive pricing at other retailers, Wal-Mart saves U.S. consumers nearly \$100 billion each year. • That's \$1,250 per American family. • This week, more than 100 million Americans will shop at Wal-Mart.
<p>WAL-MART MEANS COMMUNITY</p> <p>Wal-Mart is the largest corporate cash contributor in the United States.</p>	<ul style="list-style-type: none"> • The Wal-Mart Foundation contributed more than \$170 million to more than 100,000 charities in FYE 05. • Wal-Mart led Hurricane relief efforts in 2005, with \$17 million in cash donations to aid emergency relief efforts and more \$3 million worth of merchandise, food, water, ice and in-kind donations to shelters and command centers throughout Mississippi, Louisiana and Texas. • Wal-Mart supports education through \$45 million to scholarships, literacy programs and grants to schools each year. • More than 90 percent of Wal-Mart's charitable contributions are directed at the local level. The typical Supercenter raises or gives away \$30,000 to \$50,000 a year to local communities. • Wal-Mart has donated more than \$300 million to 170 Children's Hospitals affecting nearly 17 million children, through the Children's Miracle Network since 1988.
<p>WAL-MART MEANS REAL BENEFITS</p> <p>Wal-Mart associates enjoy benefits that improve lives.</p>	<ul style="list-style-type: none"> • Average pay for hourly associates is nearly twice the minimum wage. • All associates -- both full-time and part-time -- are offered access to health care plans, which cost as little as \$1.25 a day for individuals and \$5.04 a day for families. • Wal-Mart benefits also include a discount stock purchase plan and a combined profit-sharing/401(k) plan. The Associate Purchase Plan has helped more than half of all hourly associates become shareholders.

Robert Greenwald: The Reviews Are In

Greenwald Reviews

"...Robert Greenwald, the director, should look into another line of work."

David Ansen, Newsweek, 8/18/80

"...exploitative"

Clarke Taylor, Chicago Tribune, 12/4/88

"...miserable movie"

Rick Kogan, Chicago Tribune, 5/23/90

"...the gags and story development are painfully obvious, but at least the comedy is lively right up until it gets strangled by its own plot twists. Grade: C-"

David Hiltbrand, People, 5/28/90

"...having suffered through tonight's CBS movie, you don't so much get up, as stagger up, feeling several IQ points more stupid than you did when you sat down."

David Klinghoffer, The Washington Times, 5/23/90

"...depressingly sour...dumb and noisy."

John Voorhees, The Seattle Times, 5/23/90

"...blandness is the only thing you should expect...a laziness of vision that is apparent throughout the film."

Ed Siegel, Boston Globe, 9/23/91

"...sleazy, exploitative and ultimately depressing... should never have been pumped from the cesspool of network television onto our TV screens.

"...this rush-job...gives voyeurism a bad name."

Jonathan Storm, Knight-Ridder in The Baltimore Sun, 9/24/91

"...god awful"

Kathleen Rizzo Young, The Buffalo News, 1/15/95

Unprecedented: The 2000 Presidential Election (2002)

" 'Unprecedented' is anything but fair and balanced."

Aaron Barnhart, The Kansas City Star, 11/4/03

Robert Greenwald: The Reviews Are In

"...flirts too lovingly with the unproven idea of a conspiracy, and as a propaganda tool, it's effective..."

Joel Wellin, Sarasota Herald-Tribune, 9/20/02

"...does little to deepen the record beyond affording aggrieved Democrats, another chance to complain...But while 2000 was unprecedented, very little in this film is."

Mark Lebovich, The Washington Post, 5/2/03

Uncovered: The Whole Truth about the Iraq War (2003)

"...nothing new"

Peter Travers, Rolling Stone, 9/23/04

"...Greenwald...has the unfortunate knack of stating the obvious...frank and irreverent observations are close to nil in this thing."

Craig D. Lindsey, The News and Observer (Raleigh), 10/8/04

" 'Uncovered' offers no proof at all..."

J. Michael Waller, Insight Magazine, 3/2/04

"...flat, stale and unprofitable."

"...its producers don't have the imagination to think the other side could sometimes have a point..."

Peter Craven, The Australian, 3/12/05

Outfoxed (2004)

"...blatantly misleading"

Howard Kurtz, CNNFN "The Biz," 7/13/04

"...he doesn't include any response from Fox...Greenwald's approach is far too pedestrian...naïve..."

Bill Muller, The Arizona Republic, 9/10/04

"...at the press conference, a Fox senior correspondent, Eric Shawn, pressed Mr. Greenwald about whether he had given Fox News Channel a chance to respond to the allegations. Mr. Greenwald tried to evade the question but ultimately conceded, 'No, I didn't.'"

Testimony by a Fox senior correspondent in The New York Daily Sun, 7/13/04

Robert Greenwald: The Reviews Are In

"Fox News Channel consistently beats CNN and MSNBC, yet Greenwald approaches not a single viewer to probe the reasons for its popularity, nor a single current employee."

Megan Lehmann, The New York Post, 8/6/04

"...the film often fails to distinguish between programs Fox bills as news and those it calls commentary... offers no kind of proof."

Steve Johnson, Chicago Tribune, 7/20/04

Trump Unauthorized (2005)

"...The Donald should go to court tomorrow and try to get an injunction to stop it from airing - just to save unsuspecting viewers from being exposed to such hazardous waste materials."

Linda Stasi, New York Post, 5/23/05

"...Trump would definitely have fired the people behind Trump Unauthorized, ABC's shallow portrait of New York's most celebrated real-estate magnate."

Kevin Thompson, Palm Beach Post, 5/24/05

" 'Trump Unauthorized' has no characters. There are only caricatures, running from one well-established plot point, building or woman to another without once stopping to flesh out anything."

David Bianculli, New York Daily News, 5/24/05

"...the script is third rate and the performances don't rise to that level."

Tom Jicha, South Florida Sun-Sentinel, 5/24/05

FOR IMMEDIATE RELEASE

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Independent Filmmakers Ron and Robert Galloway to Release *Why Wal-Mart Works: And Why That Drives Some People C-r-a-z-y* - Film Examines the Success and Positive Contributions of Wal-Mart -

Atlanta, Oct. 19, 2005 – Ron and Robert Galloway, producers of *Oflag 64: A P.O.W. Odyssey*, today announce their new documentary -- *Why Wal-Mart Works: And Why That Drives Some People C-r-a-z-y* (www.whywalmartworks.com) -- will be released on November 12, 2005. The documentary explores why Wal-Mart is one of the greatest success stories in business history, how it improves the lives of individual working Americans and their communities and the pathology behind the escalating attacks on the company by special interest groups.

Initially, Ron Galloway planned to pen a book on the subject, with a focus on the logistics of Wal-Mart's distribution operations. However, he quickly realized that the company's achievements far exceed simply perfecting supply chain management, so the brothers teamed up to create a film that also documents the stories of people who have been positively impacted by Wal-Mart.

"We believe that Wal-Mart, by providing goods to shoppers at the lowest possible price and playing a positive role in the community, has benefited working families far more than any special interest group," said Galloway. "People want to do what is best for their families, and 138 million people per week decide it's to their benefit to shop at Wal-Mart."

Ron Galloway is the producer of *Oflag 64: A P.O.W. Odyssey*, a World War II documentary that aired widely on PBS, and the writer and director of *Folly Island*, a feature that closed the 2002 Spoleto Film Festival in Charleston, SC. Upcoming projects include *Finishing*, a documentary on cancer survivors who run triathlons as part of their recovery process, and *When I'm 164*, a documentary on life extension science.

Why Wal-Mart Works offers a free-market exploration of how Wal-Mart fulfills its mission of "Always Low Prices," saving the average American family \$1,250 every year, and the reasons why Wal-Mart drives its critics crazy. True independent filmmakers, the Galloway brothers funded the entire *Why Wal-Mart Works* project themselves.

According to Galloway, "We show that the major arguments presented against Wal-Mart can be refuted with the facts, solid logic and reason, and compelling personal stories from people whose lives have been touched in a positive way by Wal-Mart. There are always two sides to a story."

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Ron Galloway
1227 Augusta West Parkway
Augusta, GA 30909

October 21, 2005

Robert Greenwald
Brave New Films
1948 N. Van Ness Ave.
Los Angeles, CA 90068

Dear Mr. Greenwald:

Let me offer my congratulations on your new video about Wal-Mart. I believe that you are pioneering a new distribution model for film that will excite and enable "Indie" filmmakers everywhere.

Let me get to the heart of why I'm writing: I, too, have directed a film about Wal-Mart. I must say, my self-funded documentary approaches the company from a different point of view than yours. "*Why Wal-Mart Works & Why That Makes Some People Crazy*" is a pro-working families look at the company, and, judging by your website, I reach different conclusions than you. It's a complex world out there, and Wal-Mart is a complex company, and I firmly believe there are two sides to every story.

Mr. Greenwald, I initially began my look at Wal-Mart as I was preparing a book on their logistical operations, and how their data modeling and supply chain management result in their unique ability to deliver products consumers wanted at prices they could afford. As I did more research, I was intrigued by the remarkable impact the company has on so many families in their daily lives. Many people I talked to shop at Wal-Mart 3 and 4 times a week! Wal-Mart sells families products they need in their daily life, many of them essentials (food, clothing). I was also taken by the great opportunities enjoyed by their associates.

I believe that a family's money can be considered "freedom chips." By saving money by shopping at Wal-Mart, a family keeps more of their "freedom chips," and therefore is enabled to spend that extra money in ways that enrich their lives.

I've had an idea regarding our films. If you share my desire to create an open dialogue about this company, will you accept my challenge to show my film along with yours at your many screenings? I will likewise pledge to show your film at mine.

You have a Wal-Mart movie. I have a Wal-Mart movie, albeit one on a smaller scale (again, I had to self-fund mine). Both are the result of a lot of hard work and research. Hopefully, we can launch a genuine and informed discussion about the impact of this company.

Sincerely,



Ron Galloway