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Wal-Mart Ad Campaign Kicks Off 2006

TV spots show customers ways to "Save More, Smile More"

BENTONVILLE, Ark., Jan. 17, 2006 – Wal-Mart Stores, Inc. is launching a new advertising campaign designed to show how its wide assortment of quality merchandise brings value to the retailer's broad range of customers. Beginning this week, the "Save More, Smile More" 30-second television spots will run on network and national cable stations and in national syndication and local markets.

"This campaign is very much in line with Wal-Mart's strategy of becoming constantly more relevant to the broad range of customers who shop our stores," said John Fleming, Wal-Mart's chief marketing officer. "Although our customers have a wide variety of needs and lifestyles, they all appreciate value, and value is a combination of quality, price, convenience, and trust. Our objective with this campaign is to show how our customers can find value across all our merchandise categories, value that improves the quality of their lives."

The "Save More, Smile More" spots feature a series of lifestyle scenes that show people using merchandise from Wal-Mart in their everyday activities. Merchandise categories represented include home décor, fitness equipment, food, health and beauty products, jewelry, and office supplies. Central to every scene is a smile -- each unique, each with its own place in its surroundings.

"The smiles aren't all easy to spot in these ads," said Fleming, "but if you look closely, you'll find every one of them. Similarly, we know that our customers will find the value they want at Wal-Mart in every one of our categories – even where they least

expect it – if they cross the aisle to take a closer look. Our goal is to make that trip across the aisle a pleasant surprise for our customers every time.”

About Wal-Mart Stores, Inc.

Wal-Mart Stores, Inc. operates Wal-Mart Stores, Supercenters, Neighborhood Markets and SAM’S CLUB locations in the United States. The company also operates in Argentina, Brazil, Canada, China, Costa Rica, El Salvador, Germany, Guatemala, Honduras, Japan, Mexico, Nicaragua, 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. More information about Wal-Mart can be found by visiting www.walmartfacts.com. Online merchandise sales are available at www.walmart.com and www.samsclub.com.

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