

**ROUNDY'S SUPERMARKETS, INC.**

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PO Box 473  
Milwaukee, WI 53201

414-231-5000

March 3, 2006

Mr. Tom Eggert  
Senior Lecturer, Ethics, Sustainability and Systems  
Wisconsin Department of Natural Resources  
101 South Webster  
Madison, Wisconsin 53707

RE: Draft Superior Environmental Performance Objectives for Roundy's Corporation Oconomowoc Distribution Center.

Dear Mr. Eggert:

On behalf of Roundy's Corporation (Roundy's), I am pleased to present the last piece to our application for a Tier 1 Green Tier applicant. This letter provides information on our intent to achieve Superior Environmental Performance under the Wisconsin Green Tier Act.

We understand that the 12-month clock to fully implement the environmental management system (EMS) officially starts with your acceptance of this letter. This letter provides the information necessary to consider our application complete. To this end, Roundy's Corporation will work against a start date of March 6, 2006 with completion of the EMS system including completion of one-full round of internal audits on or before March 6, 2007.

**Current Environmental Performance Improvement Accomplishments**

During construction of the Oconomowoc Distribution Center, Roundy's agreed to install catalytic oxidizers on each of the Roundy's fleet vehicles. All of this was accomplished in accordance with our Indirect Air Source Construction Permit. What you may not know is that other initiatives occurred to protect the environment and reduce energy usage at the facility. Each of these initiatives is described below:

Installation of lighting timers throughout the Oconomowoc Distribution Center. Appropriate light is provided when needed. When an office or portion of the warehouse is not occupied, no lighting is needed or supplied.

Design for the environment considerations including the use of daylight to reduce the demand for lighting along the west side of the building.

Protection of water quality from use of sand only on all parking lots and drives during winter ice conditions. The use of road salt is prohibited at the Oconomowoc Distribution Center.

Design and construction of redundant secondary containment at the fuel storage and distribution center. This additional containment provides assurance beyond the federal requirements for secondary containment at petroleum storage locations.



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Green thinking through the installation of an attractive landscape including berms, trees, and grasses that provide habitat for wildlife and further screen the facility.

Recycling of cardboard, plastics, and pallets. Where implemented, conformance to this policy was observed to be high.

**Looking Forward; Superior Environmental Performance Objectives**

As part of our commitments to Green Tier, Roundy's will implement a formal environmental management system. As part of our commitment Roundy's will expand upon existing initiatives and may identify new programs to further our progress in achieving Superior Environmental Performance. This may include programs and activities associated with air quality, waste reduction, and/or water quality improvements.

On behalf of Roundy's, we all look forward to implementing our EMS and participating as a Green Tier applicant. Thank you for the opportunity to provide this information to you. Please contact me if you have any questions or need further information. We look forward to pursuing completion of this very important program.

Sincerely,

ROUNDY'S SUPERMARKETS, INC.



Michael Schmitt  
Group Vice President

MS/skh

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