



For Immediate Release

**Walgreens Records Significant Increase in Execution of In-Store Displays
After Implementing GOLIATH Solutions System;
Schedules Rollout of Upgrade to EPC-Compliant System**

Deerfield, Ill., March 2, 2009—Walgreens (NYSE, NASDAQ: WAG) nationwide implementation of the GOLIATH Solutions proprietary marketing intelligence product late last year has substantially increased the average execution of tracked promotional displays across the drugstore chain, the companies announced today.

The two companies are now moving forward with an upgrade to GOLIATH'S system, which uses patented RFID-based technology to determine the location and execution of in-store promotional displays. The upgraded system extends accurate monitoring and locating capabilities to include EPC tags placed on the displays and represents a significant leap forward in RFID technology.

"The information GOLIATH provides is a game-changer for us," said David Van Howe, Vice President of Purchasing for Walgreens. "Not only does it help us identify and purchase more effective programs, our store operations teams are embracing the Goliath data to improve execution throughout our chain. Store-level information about what is up and where it is in the store allows unprecedented accountability for achieving program potential. The results have been impressive: Over the past year, our in-store execution has grown to nearly double the industry average. Incremental sales assure us that we are on a good path to improving our customers' shopping experience."

"Walgreens has been an incredible partner," said GOLIATH President Robert Mead. "Their confidence and support have helped us develop a system that is not only yielding immediate results for Walgreens and their vendor partners but will ultimately revolutionize the entire \$17 billion in-store merchandising market."

GOLIATH, the industry leader in in-store merchandising marketing intelligence, uses proprietary reporting capabilities to provide retailers and consumer packaged goods (CPG) companies with the information they need to maximize sales from promotional display campaigns. The GOLIATH product directly measures daily store execution of promotional display campaigns as well as consumer response and performance metrics. Combining daily point of sale information with display location, timing and execution data, the Goliath product identifies a range of sales lifts within and across campaigns.

It is estimated that gains from narrowed focus on and improved execution of programs that are most important to consumers extend into billions of dollars annually industrywide.

"GOLIATH has provided us with unprecedented insight into what works and what doesn't with consumers," said Bill Ferry, Sales Director for Revlon. "This has helped us maximize our return from our displays and refine our programs to eliminate displays that aren't producing as effectively as we would like. In addition, for the first time, we now have an independent measure of store compliance, and additional insight into optimal location for our programs. Combined, this information helps generate potential enhancements for future programs."

GOLIATH continues to lead the development of RFID-based technologies that have been proven to yield significant returns in retail settings. The upgrade to the GOLIATH product represents a significant technological leap by enabling reads from world-standard passive EPC tags throughout the store. Because such tags are already in use within several CPG companies, it will be easier for them to participate in the Walgreens/GOLIATH program.

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About GOLIATH Solutions, LLC

GOLIATH Solutions is a marketing intelligence company that tracks consumer response to in-store promotional displays, signs and merchandising fixtures by integrating sales data with in-store display execution and location information. Retailers and CPG companies invest \$17 billion annually in in-store advertising and merchandising, but until recently, they had very little information about consumer response to the displays. By using patented long-range RFID technology to track displays within a retail store and combining that information with store sales data, GOLIATH Solutions has been able to deliver the marketing intelligence retailers and CPG companies need. For more information about GOLIATH, please visit www.goliathsolutions.com.

About Walgreens

Walgreens (www.walgreens.com) is the nation's largest drugstore chain with fiscal 2008 sales of \$59 billion. The company operates 6,658 drugstores in 49 states, the District of Columbia and Puerto Rico. Walgreens provides the most convenient access to consumer goods and services and cost-effective pharmacy, health and wellness services in America through its retail drugstores, Walgreens Health Services division and Walgreens Health and Wellness division. Walgreens Health Services assists pharmacy patients and prescription drug and medical plans through Walgreens Health Initiatives Inc. (a pharmacy benefit manager), Walgreens Mail Service Inc., Walgreens Home Care Inc., Walgreens Specialty Pharmacy LLC and SeniorMed LLC (a pharmacy provider to long-term care facilities). Walgreens Health and Wellness division includes Take Care Health Systems, the largest and most comprehensive manager of worksite health and wellness centers and in-store convenient care clinics, with more than 690 locations throughout the country.

This news release may contain forward-looking statements that involve risks and uncertainties. The following factors could cause results to differ materially from management expectations as projected in such forward-looking statements: seasonal variations, competition, risks of new business areas, the availability and cost of real estate and construction, and changes in federal or state legislation or regulations. Investors are referred to the "Cautionary Note Regarding Forward-Looking Statements" in the Company's most recent Form 10-K, which Note is incorporated into this news release by reference. In addition, there are certain risks and uncertainties relating to the proposed transaction that may impact forward-looking statements, including, but not limited to, consummation of the proposed transaction, satisfaction of the conditions to closing the proposed transaction, the ability to realize the anticipated benefits and cost synergies and the performance of Walgreens following consummation of the proposed transaction.

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