



Press Release

Royal Ahold

Public Relations

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Ahold's Dutch subsidiaries introduce "Albert", new joint internet-based home delivery service

Zaandam, The Netherlands, October 30, 2001 – Ahold today announced its five Dutch subsidiaries are teaming up to offer a new joint internet-based home delivery service called "Albert". Effective November 5, 2001, customers can access Ahold's Dutch subsidiaries through www.albert.nl and buy from all five chains in one order. Through this unique ordering system, *Albert* guarantees home delivery within 24 hours from a broad range of 9,000 fresh, A-brand and private label products from all Ahold stores in The Netherlands.

Combined service by Ahold's 1,700 Dutch stores

These Ahold outlets include 690 Albert Heijn supermarkets, 485 Gall & Gall wine and liquor stores, 427 Etos health and beauty care stores, 65 De Tuinen natural product stores and Deli XL's institutional and foodservice operations. Orders can be placed 24 hours a day, seven days a week. The customer pays for the combined order in one go. The service reaches over 50% of Dutch households in the western and central parts of The Netherlands.

Ahold's e-commerce policy

Ahold's multi-channel strategy enables the company to serve consumers on four continents directly through food retail and indirectly through foodservice operations. Now Dutch customers can also shop at 1,700 Ahold stores in The Netherlands at a time of their own choosing from the comfort of their armchair.

In addition to The Netherlands, Ahold has successful and rapidly-developing online shopping operations in the U.S., Sweden, Norway, Argentina and Guatemala. Consumers increasingly perceive home delivery as a valuable addition to the range of services offered throughout Ahold's store network. Moreover, the significant experience of Peapod, Ahold's leading internet grocer in the United States, is being used throughout Ahold's worldwide operations.

Ahold profile

Ahold is a multi-regional food retail and foodservice company serving 35 million local customers every week. The company operates approximately 9,000 supermarkets, hypermarkets and other store formats in the United States, Europe, Latin America and Asia with annualized sales of approximately Euro 65 billion. Ahold also has a significant presence in the foodservice sector and is rapidly developing additional food and related products and services.

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This Ahold press release contains "forward-looking statements. Actual results may differ from such statements as they may be influenced by factors beyond the company's ability to control, as more fully discussed in the company's annual report for the year 2000.
