

WOWEDAMERICASM

★ Certificate of Sighting

Awarded To

**FORREST
SCHNUCKS SUPERMARKETS**

For delivering the **WOWEDFactorSM**

WOWEDFactorSM: a personal experience a customer has with an employee of a business that is perceived by the customer to be so humanizing, engaging or connecting, that the customer's perception of that individual, and consequently the business, becomes significantly enhanced.

Sighting Recipient: Patrick Kelly

Dates of Sighting: August, 2000 through January, 2007

Testimony: "Forrest is a very interesting guy. He comes off low key at first but he is quite observant in that he notices aspects of the customer (you) or your order. I can't remember how we became friendly with Forrest but we soon found out that he was a graduate of Washington University and that we knew some folks in common. Once he knew our names he made a point of talking to me each time I was in the store. When I was in his line we would discuss movies, our general health, my car, his car, and other related topics. When we weren't in his line he would kid us for rejecting him and we'd have an abbreviated conversation across the aisles. We came to think of him as a friend and we tried to always be in his check out line. He is knowledgeable about wine and suggested to us a red wine that is very good and quite inexpensive, a wine that we still buy whenever it's on sale. Whenever we see him it's like we are visiting with a friend. He tracks the progress of our family in several ways (our daughter's progress in college, the latest saga with our cars, my health concerns regarding my lower back and hips) and keeps us abreast regarding his mother, with whom he lives. Forrest's manner is not bubbly but he makes us feel welcome in the store and eager to shop at his Schnucks rather than the Esquire Schnucks, which is closer to our home. Forrest builds value for Schnucks by delivering the WOWEDFactor."