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Wal-Mart's Commitment to Diversity Furthers Support of African-American Communities

Diversity is a way of life at Wal-Mart Stores. The company knows that attracting diverse customers, associates and suppliers is critical to their success as a business. And their dedication extends from their Board of Directors, to their associates; from their suppliers, to their customers; and to every aspect of their business. They have long maintained diversity initiatives, including personnel practices and supplier programs to help build and retain a diverse workforce and supplier base along with various community outreach programs. This commitment allows them to better serve their more than 127 million weekly customers and provide a positive work environment for their more than 1.3 million U.S. associates.

Wal-Mart's dedication to the African-American community is evident throughout their company.

- Wal-Mart's 15-member board of directors includes two African-Americans.
- **Wal-Mart is a leading employer of minorities in the U.S. with more than 237,000 African-American associates, accounting for 17.5 percent of Wal-Mart's associate base.**
- **They have steadily increased the percentage of African-Americans in management, and have diversity initiatives in place to ensure that promotions of qualified women and minorities are consistent with the rate they apply for these jobs. In fact, more than half of Wal-Mart's officials and managers are female and minorities.**
- In 2004, Wal-Mart expanded its leadership seminars to include seminars designed specifically for people of color and women. As a result, more than half of the company's officials and managers are minorities or females, with 23.20 percent minorities including African-Americans.
- **More than 37 percent of all colleges and universities from which the company recruited in fiscal year 2007 were minority-serving institutions, including historically black colleges and universities.**
- Wal-Mart links officer compensation to diversity goals to attract, hire and retain qualified associates—bonuses are reduced by as much as 15 percent, if goals are not met. In fiscal year 2007, 100 percent of our officers achieved their Placement Diversity Goals to ensure there is equal representation of women and minorities in the applicant pools for management positions. In addition, 99.67 percent of our officers achieved their Good Faith Efforts Diversity Goals by participating in diversity events and mentoring at least three associates, including persons of diverse race, gender or background.
- In an effort to tailor the shopping experience to African-Americans, Wal-Mart has adopted the concept of "store of the community," which uses locally relevant store designs and a merchandise mix that reflects our respect for our diverse customer base. Today, Wal-Mart has more than 1,600 ethnically traded stores in African-American communities.



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- Wal-Mart and Sam's Club locations save working families, including African-American families, more than \$2,500 annually.
- Wal-Mart supports the African-American community beyond the walls of our organization.
- **They require our outside legal counsel to meet diversity goals and have greater minority representation, thus providing more and better opportunities for minorities, including African-Americans. This initiative has resulted in an initial shift of \$60 million worth of legal work to female and minority attorneys at our top 100 law firms.**
- In 2007, Wal-Mart presented the UNCF with a \$1 million grant to support the Institute for Capacity Building and its Fiscal and Strategic Technical Assistance Program (FASTAP). The program will help UNCF member institutions strengthen their financial and administrative management operations through technical assistance, on-site consulting and professional development opportunities.
- In July 2006, Wal-Mart awarded a \$5 million, multi-year grant to The National Urban League in support of its workforce development initiatives and a \$1 million three-year grant to the Congressional Black Caucus Foundation (CBCF) to aid in providing scholarship and internship opportunities for deserving Black scholars.
- **In 2006, Wal-Mart announced a \$1 million donation to the Dr. Martin Luther King, Jr. National Memorial Project to be built in Washington, D.C.**
- To celebrate Black History Month 2007, Wal-Mart hosted a media series, featuring the "The Pursuit of Happyness" author Christopher Gardner, to encourage others to pursue happiness and achieve excellence. Additionally, the company hosted meet-and-greet sessions with Randal Pinkett, winner of Donald Trump's "The Apprentice" season four at select Wal-Mart stores nationwide. Wal-Mart also published its seventh complementary "Profiles in Pride" booklet, featuring prominent African-American faith leaders and faith-based organizations and the annual Black History Month Timeline keepsake, focusing on African American artists and the Black Art Renaissance.
- In the fall of 2005, Wal-Mart invested \$25 million in a private equity co-investment to invest in minority owned small businesses, including African-American-owned firms. In May 2006, the company announced the first recipient of the grant, Siméus Foods International Inc., the largest black-owned food processing company in the United States. In September of 2006, Total Transportation Services Inc. was the second beneficiary of the fund, receiving \$1 million.



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- In 2005, Wal-Mart presented the UNCF with a \$1.5 million grant to establish scholarships across the country known as the Wal-Mart Striving for Excellence Scholarship. In 2006, 228 recipients were awarded the scholarship.
- As part of its UNITY Scholarship Program, Wal-Mart awarded a total of \$500,000 over three years to minority journalism scholarship programs at 10 universities including Hampton and Howard Universities in an effort to help increase diversity in newsrooms around the country.
- Wal-Mart plays a part in encouraging, supporting and promoting African-Americans through our Voices of Color™ film series, a unique, multi-dimensional program that aims to give "voice" to a broader and more positive depiction of African-American images through quality programs for the whole family.

Wal-Mart has received accolades from minority organizations and publications for its commitment to diversity and the African-American community.

- *Black Enterprise* magazine selected Wal-Mart as one of the "2007 Best 15 Companies for Diversity Marketing."
- In 2007, *Diversity Inc* recognized the company as being in both the "Top 50 Companies for Diversity" and "Top 10 Companies for African-Americans."
- Wal-Mart was selected as one of the "Top 50 Companies for African-American MBAs" by *Black MBAs Magazine* in 2007 and 2006.
- In 2006 and 2005, *Black Enterprise* magazine named Wal-Mart one of the "30 Best Companies for Diversity."
- The company was recognized as one of the "Top 25 companies for African-Americans" by *Black Professional Magazine* in 2005.

Wal-Mart demonstrates its belief in diversity by partnering with various African-American organizations throughout the year. Some of these groups include:

100 Black Men of America; Black Leadership Forum; Chicago Cosmopolitan Chamber of Commerce; Congressional Black Caucus Foundation; Greater Los Angeles African-American Chamber of Commerce; League of Black Women; Magic Johnson Foundation; NAACP; National Coalition of 100 Black Women; National Council of Negro Women; National Urban League; Thurgood Marshall; Scholarship Fund and the United Negro College Fund.

For more information on Wal-Mart's commitment to diversity, please visit www.walmartfacts.com.