

Walmart.com

Walmart.com (www.walmart.com) is the online retail outlet of Walmart stores. Our purpose is to help our customers save money and live better by offering them the best values on a large assortment of quality products and services online, while providing an easy, convenient shopping experience at Walmart.com. Walmart.com was launched in Fall 2000, and we are headquartered in Brisbane, Calif. (Northern California's Silicon Valley).

Our Vision

Every week, millions of customers visit Walmart.com, and we strive to be the most visited and valued online retail site by making it easier for our customers to shop Walmart, both online and in stores.

Our Customer

The Walmart.com customer is the Walmart stores customer who uses our site to make more informed purchase decisions in our stores and online. In fact, nearly 90 percent of Walmart.com customers shop in Walmart stores at least once per month.

Our Core Customer Benefits

Best Values

- With a *commitment to price leadership*, customers can trust Walmart.com to offer products and services at a great value, including Rollbacks and Specials Buys throughout the year.
- We have *saved customers more than \$110 million* in shipping fees since launching our free shipping program, Site to Store, in 2007.

Large Assortment

- *More than half a million items online*: Our online expanded assortment complements Walmart stores merchandise, particularly in the areas of electronics, home, media (video games, movies and music), sporting goods and toys.
- *Items not available in stores*: Walmart.com also offers many items not available in stores such as hot tubs, mattresses and fully assembled bedroom furniture.

Fast Delivery

- *Home Delivery*: We provide additional savings for customers with convenient and affordable home shipping options.
- *Site to Store*: Walmart's Site to Store service allows customers to purchase online and have their product shipped to a Walmart store for free.
- *Site to Store Express*: In 2008, we expanded our shipping program by adding Site to Store Express, which ships eligible orders to a Walmart store in just 3 to 5 business days, providing a faster delivery option to expedite orders.

Easy Experience

- *View Store Items Online*: At Walmart.com, customers can now visit the site to view products they shop for most frequently in stores – such as Food & Grocery, Health & Beauty, and Pets – as well as check store availability and product details, like ingredients and nutritional content.
- *Purchase Online/Pick Up in Stores*: Many services offered online allow customers to easily purchase online and pick up in stores within one hour, including 1-hour photo prints and online pharmacy refills.

Compelling Content

- *Helpful Tools*: Walmart.com features helpful tools that allow customers to make informed purchase decisions, including Customer Reviews & Ratings, Customer Q&A, Buying Guides, and Community features that help our customers better connect with one another to share ideas, tips and experiences about Walmart products and services.
- *New MP3 Downloads Store*: Featuring more than 3 million digital tracks and our exclusive Soundcheck program with intimate studio performances and in-depth interviews with customers' favorite artists.