



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Southeastern Grocers Fuels Customers with New “SE Grocers rewards” Loyalty Program *Customers continue to earn discounts on groceries in-store or on fuel at Shell branded stations*

JACKSONVILLE, Fla. (July 18, 2018) – Today, Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, introduces SE Grocers rewards, a brand new loyalty program designed specifically around two everyday components customers value the most – food and fuel.

The new loyalty program will allow customers to earn points during checkout at any BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery store. Points can then be redeemed for savings on groceries or savings on fuel at participating Shell or other select fuel stations.

“We are committed to providing a shopping experience our customers can count on,” **said Anthony Hucker, President and CEO of Southeastern Grocers.** “In service of being a great place to shop, we are launching a new rewards program that is designed to best meet the everyday needs of our customers and associates. SE Grocers rewards will allow customers to redeem savings on fuel and groceries, combining the two greatest reward aspects our customers have told us mean the most to them.”

“Coming together with Southeastern Grocers to provide a great rewards program for our customers is something we are excited about,” **said Todd Gulbransen, North American Loyalty Manager for Shell Retail.** “We know that customers are always looking for value and great ways to be rewarded, and we are proud that the Fuel Rewards program is an additional benefit for those shopping at BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie stores.”

Beginning today, customers throughout all BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie stores will be able to receive an SE Grocers rewards card to easily start earning points that can be redeemed for savings on groceries and fuel at Shell branded stations. The new SE Grocers rewards program will offer bonus points on hundreds of products throughout the stores, and customers are encouraged to check their receipts for even more ways to earn points. For additional flexibility, points will be available for up to two years, expiring December 31 of the following calendar year.

For a seamless transition to SE Grocers rewards, customers who present a rewards card at checkout will receive a new SE Grocers rewards card and welcome kit. The value of unredeemed Plenti points earned in stores will be issued to the new SE Grocers rewards program for all fully registered customers. SE Grocers rewards members who swipe their SE Grocers rewards card at participating Shell branded stations will be enrolled in the Fuel Rewards® program and receive Gold Status, saving an additional 5¢/gal on every fill, up to 20 gallons.

Southeastern Grocers and Shell will be surprising the first 100 customers at a Shell branded station in select markets with up to \$40 per vehicle of FREE fuel in celebration of the new loyalty program. Customers can visit the BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie Facebook pages for updates on free fuel events in the Southeast through the end of July.

For more information, please visit www.SEGrewards.com. To find a participating Shell station nearest you, please visit www.bi-lo.com/locator, www.harveysupermarkets.com/locator or <http://www.winndixie.com/locator>. For complete terms and conditions on the free fuel events, visit www.bi-lo.com/fuelevents, www.frescoymas.com/fuelevents, www.harveysupermarkets.com/fuelevents or www.winndixie.com/fuelevents.

About Southeastern Grocers

Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, is one of the largest conventional supermarket companies in the U.S. SEG grocery stores, liquor stores and in-store pharmacies serve communities throughout the seven southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina. BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie are well-known and well-respected regional brands with deep heritages, strong neighborhood ties, proud histories of giving back, talented and caring associates and strong commitments to providing the best possible quality and value to customers. For more information, visit www.bi-lo.com, www.frescoymas.com, www.harveysupermarkets.com and www.winndixie.com.

About Excentus

Excentus Corporation, a PDI company, is a leader in loyalty marketing and technology solutions, specializes in the design, development and implementation of loyalty programs. Since 2012, Excentus has operated its own nationwide loyalty program, the Fuel Rewards® program, which has grown to more than 13 million members and \$1 billion in fuel savings. Excentus offers a full suite of loyalty products and solutions for national and regional brands, grocery chains, consumer packaged goods manufacturers, convenience retailers and their customers. For more information about Excentus' loyalty marketing and technology solutions, visit www.excentus.com.

About Shell Oil Company

Shell Oil Company is an affiliate of Royal Dutch Shell plc, a global group of energy and petrochemical companies with operations in more than 70 countries. In the U.S., Shell operates in 50 states and employs more than 20,000 people working to help tackle the challenges of the new energy future.

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