



PRESS RELEASE

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FOR IMMEDIATE RELEASE

SEVENTEEN TAMPA-ST. PETE, LARGO AND BRADENTON-AREA SWEETBAY STORES TO CONVERT TO WINN-DIXIE STORES

JACKSONVILLE, Fla. (March 19, 2014) – Bi-Lo Holdings, LLC (“Bi-Lo Holdings”), parent company of BI-LO and Winn-Dixie grocery stores, today announced that on March 29, 2014, it will begin to rebrand 17 Sweetbay stores throughout much of the Tampa-St. Pete, Largo and Bradenton areas.

The following Sweetbay stores are scheduled to close on Saturday, March 29, and reopen on Friday, April 4, as Winn-Dixie stores:

Store No.	Street Address	City	State
1923	10579 Big Bend Road	Riverview	FL
1840	6929 US Highway 301 South	Riverview	FL
1914	16751 Fishhawk Boulevard	Lithia	FL
1919	2535 State Road 60 East	Valrico	FL
1749	205 West Alexander Street	Plant City	FL
1925	10202 Seminole Boulevard	Seminole	FL
1724	6851 Gulfport Boulevard	South Pasadena	FL
1723	2139 34th Street North	Saint Petersburg	FL
1792	3250 US 27 South	Sebring	FL
1849	7625 Blind Pass Road	Saint Petersburg	FL
1765	515 7th Street	Palmetto	FL
1708	5805 Manatee Avenue	Bradenton	FL
1963	252 Harbor Village Lane	Apollo Beach	FL
1761	1023 North Tamiami Trail	Ruskin	FL
1764	7491 4th Street North	Saint Petersburg	FL
1756	3327 9th Street North	Saint Petersburg	FL
1889	11230 Martin Luther King Boulevard	Seffner	FL

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“Upon reopening as a Winn-Dixie, we believe customers will be pleasantly surprised to see that we have been working hard to provide the fresh, quality products they want at prices they can afford,” said Joey Medina, Winn-Dixie’s regional vice president. “Plus, we will offer a suite of in-store savings programs, like the fuelperks! Reward Program, which lets customers earn incredible savings at participating Shell stations every time they shop with their Winn-Dixie Customer Reward Card.”

Other savings programs include:

- The Winn-Dixie Customer Reward Card, which is a free membership card that allows customers to take advantage of the best deals and values when presented at checkout;
- Dependable Deals that freeze prices on hundreds of essential items for a 10-week period;
- \$4 and \$10 generic prescription savings, plus discounts on many name-brand medications;
- Weekly savings solutions through Buy One, Get One Free items, 10 for \$10 and Meal Deals, which offers great prices on a variety of fresh meal packs for the family; and
- e-coupons, which are a convenient way to load savings to Winn-Dixie Customer Reward Card and have them redeemed automatically with a swipe of the card, right at the register.

Added Medina, “While the name on the storefronts is changing, the people running them don’t have to. We’ve invited Sweetbay associates to join the Winn-Dixie family and look forward to exchanging what it means to be local as we work together to run even greater stores.”

About Bi-Lo Holdings

Bi-Lo Holdings, LLC, the parent company of BI-LO and Winn-Dixie grocery stores, is the ninth-largest conventional supermarket chain in the United States based on net sales. The company employs nearly 60,000 associates who serve customers in 686 grocery stores and 482 in-store pharmacies throughout the eight southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee. BI-LO and Winn-Dixie are well-known and well-respected regional brands with deep heritages, strong neighborhood ties, proud histories of giving back, talented and loyal associates, and strong commitments to providing the best possible quality and value to customers. For more information, please visit www.bi-lo.com and www.winn-dixie.com.

Forward-Looking Statements for Bi-Lo Holdings

This press release includes forward-looking statements about future events, which involve risks and uncertainties. Generally, the words “believe,” “expect,” “intend,” “estimate,” “anticipate,” “project,” “will,” “could,” “may,” “plan,” “potential,” “likely,” “goal,” “target,” “objective,” “outlook,” “seek” and similar expressions identify forward-looking statements, which generally are not historical in nature.

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Forward-looking statements reflect our current expectations, based on currently available information, and are not guarantees of performance. Although we believe that the expectations reflected in such forward-looking statements are based on reasonable assumptions, these expectations could prove inaccurate as such statements involve risks and uncertainties, many of which are beyond our ability to control or predict. Should one or more of these risks or uncertainties, or other risks or uncertainties not currently known to us or that we currently deem to be immaterial, materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those anticipated, estimated or projected. For these reasons, we caution you against relying on forward-looking statements, which speak only as of the date on which they are made. Except as may be required by applicable law, we undertake no obligation to update any forward-looking statements to reflect events or circumstances after the date on which they are made or to reflect the occurrence of unanticipated events.

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