



PRESS RELEASE

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FOR IMMEDIATE RELEASE

EIGHTEEN TAMPA, BRANDON AND ZEPHYRHILLS-AREA SWEETBAY STORES TO CONVERT TO WINN-DIXIE STORES STARTING APRIL 5

JACKSONVILLE, Fla. (March 21, 2014) – Bi-Lo Holdings, LLC (“Bi-Lo Holdings”), parent company of BI-LO and Winn-Dixie grocery stores, today announced that on Saturday, April 5, 2014, it will begin to rebrand 18 Sweetbay stores throughout much of the Tampa, Brandon and Zephyrhills areas.

The following Sweetbay stores are scheduled to close on Saturday, April 5, and reopen on Friday, April 11, as Winn-Dixie stores:

Store No.	Street Address	City	State
1838	805 East Dr. Martin Luther King Jr. Blvd	Tampa	FL
1748	2100 West Swann Avenue	Tampa	FL
1768	4056 North Armenia Avenue	Tampa	FL
1745	7095 West Waters Avenue	Tampa	FL
1726	13508 North Florida Avenue	Tampa	FL
1930	13016 Race Track Road	Tampa	FL
1779	750 West Dr. Martin Luther King Jr. Blvd	Seffner	FL
1789	2770 East Fowler Avenue	Tampa	FL
1920	17649 Gunn Highway	Odessa	FL
1755	8837 North 56th Street	Temple Terrace	FL
1725	15692 North Dale Mabry Highway	Tampa	FL
1968	6425 East County Line Road	Tampa	FL
1916	27301 SR 54	Wesley Chapel	FL
1874	38901 Highway 54 East	Zephyrhills	FL
1879	1519 US Highway 27 South	Lake Placid	FL
1717	2525 North Dale Mabry Highway	Tampa	FL
1734	8775 Temple Terrace Highway	Tampa	FL
1795	11352 North Williams Street	Dunnellon	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 fronts of the stores 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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