



PRESS RELEASE

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FOR IMMEDIATE RELEASE

EIGHTEEN NORTHWEST TAMPA BAY, LARGO, ORLANDO-DAYTONA AND GAINESVILLE-AREA SWEETBAY STORES TO CONVERT TO WINN-DIXIE STORES STARTING APRIL 12

JACKSONVILLE, Fla. (March 28, 2014) – Bi-Lo Holdings, LLC (“Bi-Lo Holdings”), parent company of BI-LO and Winn-Dixie grocery stores, today announced that on Saturday, April 12, 2014, it will begin to rebrand 18 Sweetbay stores throughout much of the Northwest Tampa Bay, Largo, Orlando-Daytona and Gainesville areas.

The following Sweetbay stores are scheduled to close on Saturday, April 12, and reopen on Friday, April 18, as Winn-Dixie stores:

Store No.	Street Address	City	State
1848	US Highway 19 North	Holiday	FL
1744	6400 Massachusetts Avenue	New Port Richey	FL
1787	9101 Little Road	New Port Richey	FL
1865	4221 Mariner Boulevard	Spring Hill	FL
1733	1651 SE Highway 19	Crystal River	FL
1763	1202 West Main Street	Inverness	FL
1728	4317 West Gandy Boulevard	Tampa	FL
1969	1171 South Pinellas Avenue	Tarpon Springs	FL
1972	2458 Burnsed Boulevard	The Villages	FL
1737	1360 Tampa Road	Palm Harbor	FL
1937	820 Old Camp Road	The Villages	FL
1797	11310 SE US Highway 301	Bellevue	FL
1751	7131 North US Highway 441	Ocala	FL
1786	2002 SW 34th Street	Gainesville	FL
1783	2460 East Bay Boulevard	Largo	FL
1775	2519 McMullen Booth Road	Clearwater	FL
1883	1737 East Oak Street	Arcadia	FL
1791	1133 US Highway 17 South	Wauchula	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 and to working 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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