Winn✓Dixie

PRESS RELEASE

SOUTHEASTERN GROCERS | 8928 PROMINENCE PARKWAY BUILDING 200 | JACKSONVILLE, FLA. 32256 | (904) 783-5000

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Still Down After One Year: Prices Down and Staying Down

$100 Million Investment Delivering Better Value for Customers

- Southeastern Grocers brought prices down on hundreds of items one year ago – and prices are down on over 1,000 products across Winn-Dixie Stores.
- Families shopping at Winn-Dixie saved approximately $700-$1,000 in 2016 with the Down Down pricing program.
- 98% of customers are buying items on Down Down in their weekly shop.

JACKSONVILLE, Fla. (Jan. 4, 2017) – Winn-Dixie stores are celebrating the first birthday of '*Down Down'* – Down Down is a pricing promise to not only lower prices, but keep them down for at least six months.

Ian McLeod, President and CEO of Southeastern Grocers said, "We know grocery prices are important to our customers, and we wanted to make sure they were receiving the best value on the products they buy the most."

"Families shopping at Winn-Dixie stores have saved up to $1,000 in 2016 over 2015 due to the Down Down prices."

"That's why we lowered prices on hundreds of items and made a promise that these prices were staying down for six months. One year later that promise stands, well beyond our original commitment."

Nearly 98% of Winn-Dixie customers purchase items from Down Down in a weekly shop– testament to Winn-Dixie lowering prices on hundreds of pantry essentials, such as bread, fresh produce, dairy, meat, dry, frozen and home goods.

Products celebrating one year on Down Down include:

- **Own brand Sandwich Bread was $2.09 in 2015, now $1 in 2017**
    - **Reduction: 52%**
- **Fresh Baked French Baguette was $1.99 in 2015, now $1 in 2017**
    - **Reduction: 50%**
- **Hickory Sweet Regular Bacon was $5.99 in 2015, now $4 in 2017**
    - **Reduction: 33%**
- **Own brand Spring Water was $3.25 in 2015, now $2.75 in 2017**
    - **Reduction: 15%**

Customers can easily pinpoint the hundreds of deeply discounted items by looking for the Big Red (helping) Hand throughout the store and be reassured this price will not change for at least six months.

Note to the Editor:

- $100 million total price investment across Southeastern Grocers
- Based on a $500/month basket for a family of four

About Winn-Dixie
Winn-Dixie Stores, Inc. is a subsidiary of Southeastern Grocers, which is the second-largest supermarket chain in the Southeast based on store count. Founded in 1925, Winn-Dixie employs more than 38,000 associates who serve customers in approximately 500 grocery stores, 145 liquor stores and 280 in-store pharmacies throughout the five southeastern states of Alabama, Florida, Georgia, Louisiana and Mississippi. For more information, please visit www.winndixie.com and www.segrocers.com.

About Southeastern Grocers
Southeastern Grocers, LLC, parent company and home of BI-LO, Fresco y Más, Harveys and Winn-Dixie grocery stores, is the second-largest supermarket in the Southeast based on store count. The company employs nearly 60,000 associates who serve customers in grocery stores, liquor stores and in-store pharmacies throughout the seven southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina. BI-LO, Fresco y Más, Harveys 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, visit www.bi-lo.com, www.frescoymas.com, www.harveyssupermarkets.com and www.winndixie.com.

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