

FOR IMMEDIATE RELEASE

Southeastern Grocers Launches Community Donation Program to Support Tornado Recovery Efforts

Grocer and customers partner to raise funds for the American Red Cross

JACKSONVILLE, Fla. (March 6, 2019) – Today, Southeastern Grocers, Inc., parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, together with the Southeastern Grocers Gives Foundation, announces a partnership with the American Red Cross to provide a convenient way for loyal customers and dedicated associates to give back to neighbors impacted by recent tornadoes in parts of Alabama and Georgia.

Now through March 19, customers can make donations at all BI-LO, Fresco y Más, Harveys Supermarket, and Winn-Dixie stores to proactively support communities impacted by tornadoes during their time of need. All contributions raised will go directly to the American Red Cross' Disaster Relief, which enables the organization to help people recover from natural disasters by providing food, shelter, counseling and other much-needed assistance.

Anthony Hucker, President and CEO of Southeastern Grocers, said, "Our hearts go out to our customers, associates and neighbors affected by the recent tornadoes. During this challenging time, we are sharing our culture of giving back by providing a convenient donation platform to assist our neighbors as they begin recovery efforts. In tragic times like this, we all join hands and together we make a difference."

Southeastern Grocers has a longstanding partnership with the American Red Cross, a national nonprofit dedicated to preventing and alleviating human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors. In response to disasters such as the recent tornadoes faced by areas of Alabama and Georgia, Southeastern Grocers is honored to team up with the American Red Cross to help relief efforts by providing aid to local communities, supporting recovery efforts and training volunteers.

Anna Trefethen, American Red Cross Vice President Humanitarian Services, Southeast & Caribbean Division, said, "We are so grateful to Southeastern Grocers and its customers for always being there when disaster strikes. These severe storms and deadly tornados have impacted families across the Southeast. Support for our disaster relief efforts is critical right now."

Over the last five decades, Southeastern Grocers and American Red Cross have established a strong relationship, and together with devoted customers and associates, has raised more than \$10 million through community donation programs, foundation contributions and corporate initiatives. Individuals can help people affected by disasters by making a gift to American Red Cross Disaster Relief. Donations to Disaster Relief enable the American Red Cross to prepare for, respond to and help people recover from disasters big and small. Southeastern Grocers customers can donate in-store, or on the American Red Cross website through March 19: <http://www.redcross.org/>.

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 Southeastern Grocers Gives Foundation

The Southeastern Grocers Gives Foundation is the charitable arm of Southeastern Grocers, parent company of BI-LO, Harveys, Fresco y Más, and Winn-Dixie supermarkets. The Southeastern Grocers Gives Foundation aligns our giving with three charity pillars, providing support to the causes that are important to the communities we serve. We support our nation's service men, women and their families; fight hunger in our communities; and provide relief to those affected by a natural disaster.

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