

Southeastern Grocers launches SEG Sports ***Investing to support and inspire healthy lifestyles across the Southeast***

- Southeastern Grocers (SEG) launches long-term commitment to celebrate healthy lifestyles and athletes of all ages and abilities across the Southeast – SEG Sports
- Southeastern Grocers proudly invests in 10 collegiate, professional and semi-professional teams throughout the Southeast
- Southeastern Grocers announces three new partnerships, to celebrate the launch of SEG Sports
- Nearly 90 percent of our customers believe sporting activities are a key part of their child’s personal development

JACKSONVILLE, Fla. (Aug. 5, 2016) – Southeastern Grocers, parent company to BI-LO, Harveys and Winn-Dixie stores, has announced a long-term commitment to fuel, coach and inspire physical activity and healthy lifestyles throughout the Southeast with the new SEG Sports initiative.

The Southeast is home to some of the world’s most premier and established athletes, and Southeastern Grocers has a rich history of nearly 30 years of partnering with iconic athletic programs, winning more than 100 national championships and southern league titles with presence on the world stage.

Ian McLeod, President and CEO of Southeastern Grocers said, “We are passionate about helping our customers and their families be more active and aspire for greatness too, and today we are delighted to extend our commitment to three new partnerships, including Alabama Crimson Tide, Clemson and Jacksonville Armada’s new Community Programs.”

“Nearly 90 percent of our customers believe sporting activities are a key part of their child’s personal development, so we have created an opportunity to give our customers and their families the experience of premier athletic events and to inspire active families and future athletes throughout the Southeast,” continued Ian McLeod.

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“We are investing in promoting physical activity and healthy lifestyles through sports at all levels, from gymnastics to football, baseball, basketball and swimming,” added Ian McLeod.



Only one in three children are physically active every day, and 8 out of 10 customers recently told Southeastern Grocers they would like their children to be more active.

To help athletes of all ages and abilities aspire for greatness, Southeastern Grocers has developed SEG Sports with a pledge to:

- **Fuel** young athletes and their families with fresh, nutritious foods designed to fuel activity every step of the way, because 95 percent of customers believe eating the right food is an important part of children staying active!
- **Coach** the 8 out of 10 customers who want their children to be more active with tips to help feed their competitive fires.
- **Inspire** the next active generation through partnerships with some of the leading athletes and teams in the Southeast.

Customers can find tools to fuel for greatness at their local BI-LO, Harveys and Winn-Dixie stores, including the freshest local produce that nearly 70 percent of customers prefer as their favorite pre- and post-game snacks, along with coaching tips straight from top athletes, coaches and trainers to encourage customers and their families to get in the game.

Through SEG Sports, Southeastern Grocers will support youth camps and clinics in the communities its stores serve through its professional, semi-professional and college sports partnerships with the Clemson University Tigers, Florida State University Seminoles, Greenville Drive, Jacksonville Armada, Jacksonville Suns, New Orleans Saints, Pensacola Blue Wahoos, University of Alabama Crimson Tide, University of Florida Gators and University of South Carolina Gamecocks. The grocer plans to send young aspiring athletes throughout the Southeast to upcoming games to cheer on their sports heroes from the stands.



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This program was formally launched at a press conference with the Jacksonville Armada, one of the premier sports partners of Southeastern Grocers.

About Southeastern Grocers

Southeastern Grocers, LLC, parent company and home of BI-LO, 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 approximately 750 grocery stores, 140 liquor stores and 500 in-store pharmacies throughout the seven southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina. BI-LO, 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.harveyssupermarkets.com and www.winndixie.com.

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**Source: Tell SEG Customer Experience Tracker (2016) Field Dates: July 18-25, 2016*

***Source: National Association for Sport and Physical Education*

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