



PRESS RELEASE

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Winn-Dixie Stores to Give Away \$150,000 in Free Groceries to 30 Customers During the Great Grocery Giveaway

JACKSONVILLE, Fla. (May 13, 2015) – Thirty lucky Winn-Dixie customers will win free groceries for a year by entering the Great Grocery Giveaway today through June 16. Every customer who enters will receive a \$10 off \$100 purchase coupon upon entering a valid email address online.

“We know many of our customers work hard to stretch their grocery budget from month to month, so we want to give something back by awarding free groceries for a year to thirty customers in the Winn-Dixie market,” said Bill Nasshan, EVP and chief merchandising officer for Winn-Dixie. “We want each of our customers to be a winner, so we’re also giving everyone who enters the Great Grocery Giveaway a \$10 off \$100 purchase coupon.”

Customers can visit www.winndixie.com/freegroceries now through June 16 for official rules and to enter-to-win the Great Grocery Giveaway.

Each winner will be selected at the end of the sweepstakes and awarded \$5,000 worth of Winn-Dixie gift cards to purchase groceries for a year. Customers can submit an entry form online and will receive a confirmation email requesting email address validation. A \$10 off \$100 purchase coupon will automatically be loaded to the customer’s reward card within three business days of email address validation. The customer will be notified via email of the \$10 off \$100 purchase coupon being loaded.

In addition to free groceries, winners can expect to save dollars off their tanks of fuel, thanks to fuelperks! rewards. Bonus fuelperks! throughout the store coupled with base fuelperks earned with each purchase adds up to big savings. Customers can easily sign up for a customer reward card by visiting any Winn-Dixie customer service counter.

About Winn-Dixie

Winn-Dixie Stores, Inc. is a subsidiary of Bi-Lo Holdings, which is the fifth-largest conventional supermarket in the United States based on store count. Founded in 1925, Winn-Dixie employs nearly 50,000 associates who serve customers in approximately 521 grocery stores, 143 liquor stores and 395 in-store pharmacies throughout the five southeastern states of Alabama, Florida, Georgia, Louisiana and Mississippi. For more information, please visit www.winn-dixie.com and www.biloholdings.com.

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