



PRESS RELEASE

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Bi-Lo Holdings among the First in Southeast to Deliver Personalized Digital Coupons Directly to Smartphones

JACKSONVILLE, FLA. (APRIL 29, 2015) - Bi-Lo Holdings, parent company of BI-LO, Harveys and Winn-Dixie grocery stores, today announced a first for its shoppers in the South – the launch of a new smartphone app and improved website for each banner that now delivers personalized digital coupons based on each customer’s shopping habits. To make this possible, Bi-Lo Holdings partnered with digital coupon leader Coupons.com (NYSE:COUP).

“Our customers’ shopping habits vary, so it’s important that we provide a grocery shopping experience that is personal,” said Bert DuMars, vice president, digital marketing at Bi-Lo Holdings. “The coupons on our new app and site are unique in that they are delivered to each customer based on his or her shopping behaviors and geographic interests and then prioritized so those that most closely match their preferences appear first. No other grocer in the Southeast offers this kind of personalization.”

Additional features of the new mobile app and enhanced website include:

- Virtual rewards card to allow customers to redeem coupons, earn fuelperks! rewards and track savings when scanned at the register
- A shopping list complete with scan functionality so customers can add items using their smart phone camera to scan product bar codes
- fuelperks! rewards and coupon savings balances
- GPS-enabled location finders to locate grocery stores and fuelperks! gas stations
- Weekly circular specific to each store that can easily be sorted by category

Starting today, Winn-Dixie shoppers can access personalized coupons on the new web platform at <https://coupons.winndixie.com/> and can download the My Winn-Dixie mobile app free via iPhone and Android app stores. For a limited time, those who download the app can clip a coupon for a free grocery item as part of a special launch promotion.

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“We are thrilled that Bi-Lo Holdings is embracing the power of digital by partnering My Winn-Dixie and its other apps with the Coupons.com’s Retailer iQ platform,” said Steven Boal, President



and Chief Executive Officer of Coupons.com. “Bi-Lo Holdings’ banners can now give shoppers personalized offers and so much more – all from the convenience of their mobile phones, which is exactly what shoppers want.”

Once customers create an account and register their reward card, the personalized coupons will be delivered online or via the mobile app. Customers can easily click and save offers and redeem them using either their physical reward card, phone number look-up, or the app’s digital reward card at the register. The more people shop with this program, the more personalized their coupons will become. My Winn-Dixie offers customers the same functionality on both the mobile app and website, so customers can use the features at home or while in the store.

“With the new app and site, our customers will never have to physically clip a coupon again,” added DuMars. “Customers who also take advantage of Apple Pay can essentially redeem digital coupons, earn fuel perks!, unlock everyday savings and pay for their groceries all from their mobile phone.”

Last November, the company was also among the first conventional grocers in the Southeast to announce support for Apple Pay, providing a faster, secure and more convenient check out experience. This new digital venture is just another step the chain is making toward leading the digital grocery revolution in the Southeast.

All three of Bi-Lo Holdings’ grocery banners will participate in a tiered program launch, with the new digital offerings available to Winn-Dixie customers on April 29 and to BI-LO and Harveys customers later this summer. The mobile app is available on the App Store for Apple devices and Play Store for Android devices called “My Winn-Dixie,” “My BI-LO” and “My Harveys.”

About Bi-Lo Holdings

Bi-Lo Holdings, LLC, parent company of BI-LO, Harveys and Winn-Dixie grocery stores, is the fifth-largest conventional supermarket chain in the U.S. and the second-largest conventional supermarket in the southeast based on store count. The company employs nearly 72,000 associates who serve customers in approximately 790 grocery stores, 143 liquor stores and 527 in-store pharmacies throughout the eight southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee. 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, please visit www.bi-lo.com, www.harveyssupermarkets.com and www.winndixie.com.

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About Coupons.com Incorporated

[Coupons.com Incorporated](http://Coupons.com) (NYSE: COUP) is a leading digital promotion and media platform that connects brands, retailers and consumers. We distribute digital coupons and media through a variety of products,

including: [digital printable coupons](#), [digital paperless coupons](#), [coupon codes](#), and [card linked offers](#). We operate Coupons.com [Retailer iQ™](#), a mobile-first, real-time digital coupon platform that connects directly into a retailer's point-of-sale system and provides targeting and analytics for manufacturers and retailers. We also power digital coupon initiatives in online marketing campaigns -- including display and video advertising. Our distribution network includes our flagship site, [Coupons.com](#), approximately 30,000 third-party publishers, as well as our mobile applications, Coupons.com and [Grocery iQ](#), and those of our many partners. Clients include hundreds of consumer packaged goods companies, such as Clorox, Procter & Gamble, General Mills and Kellogg's, as well as top retailers like Albertsons-Safeway, CVS, Dollar General, Kroger, and Walgreens. Founded in 1998, Coupons.com is based in Mountain View, Calif., and is bringing the multi-billion dollar offline promotions industry into the digital world. Investors interested in learning more about the company can visit <http://www.couponsinc.com> and follow us on Twitter at [@couponsinc](#).

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