



PRESS RELEASE

SOUTHEASTERN GROCERS | 8928 PROMINENCE PARKWAY, BUILDING 200 | JACKSONVILLE, FL 32256 | 904-783-5000

FOR IMMEDIATE RELEASE

The Southeastern Grocers Foundation Launches Community Donation Program for Hurricane Harvey Relief

Grocer and customers partner to raise funds for American Red Cross

JACKSONVILLE, Fla. (Aug. 31, 2017) – Today, Southeastern Grocers, together with the Southeastern Grocers Foundation, announces the launch of a community donation program in support of the American Red Cross' Disaster Relief to assist those impacted by Hurricane Harvey.

Now through September 6, 2017, customers can make donations at all BI-LO, Fresco y Más, Harveys, and Winn-Dixie stores during checkout, as well as on each organization's dedicated website. Every cent raised will go to the American Red Cross' Disaster Relief to provide food, shelter, counseling and other assistance to tens of thousands of people after the unprecedented flooding that inundated neighborhoods.

Anthony Hucker, President and CEO of Southeastern Grocers, said, "Our thoughts are with those impacted by the devastating destruction of Hurricane Harvey. With our stores operating in the Southeast, we know many of our loyal customers and dedicated associates understand the difficult recovery process these families and businesses face. We want to help provide an easy way for them to give back to their neighbors through a reputable charitable organization that will help on the ground."

With more than 50 inches of total rainfall, Hurricane Harvey has brought the greatest amount of rain ever recorded in the contiguous United States from a single storm. All of the funds raised will help the American Red Cross provide the following:

- Safe, dry shelter until families return home
- Water and hot meals
- Safe play for kids staying in shelters
- Help for people with disabilities
- First aid
- Comfort and emotional support
- Damage assessment in impacted neighborhoods
- Help with preparation of recovery plans

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.

Throughout the 50-year partnership, American Red Cross, Southeastern Grocers, devoted customers and associates have raised nearly 10 million dollars through community donation programs, foundation and corporate support.

Customers can donate at the American Red Cross' website:

<http://www.redcross.org/>

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 more than 50,000 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

Winn-Dixie grocery stores) is the second largest supermarket in the Southeast based on store count. The company employs more than 50,000 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.

About Southeastern Grocers Foundation

The Southeastern Grocers Foundation is the charitable arm of Southeastern Grocers, parent company of BI-LO, Harveys, Fresco y Más, and Winn-Dixie supermarkets. The Southeastern Grocers 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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