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APPLE PAY NOW AVAILABLE IN ALL BI-LO, HARVEYS AND WINN-DIXIE GROCERY STORES

Parent company Bi-Lo Holdings among first grocers in Southeast to offer revolutionary digital payment solution

JACKSONVILLE, Fla. (Nov. 18, 2014) – Bi-Lo Holdings, parent company of BI-LO, Harveys and Winn-Dixie grocery stores, today announces support for Apple Pay across its entire southeastern footprint. With Apple Pay, checkout now becomes faster and more convenient.

“Customers want a shopping experience that is convenient, easy and secure, which is why we’re so pleased to announce support for Apple Pay,” said Bert DuMars, vice president, digital marketing at Bi-Lo Holdings. “Bi-Lo Holdings is prioritizing digital mobile solutions for our customers, and Apple Pay is an exciting first step in our journey.”

Across its eight-state operating area, Apple Pay is available to BI-LO, Harveys and Winn-Dixie customers who carry iPhone 6 and iPhone 6 Plus. These users will be able to hold their iPhone 6 to the contactless reader at checkout and place their finger on the Touch ID to easily and safely pay.

Security and privacy are at the core of Apple Pay. When you add a credit or debit card with Apple Pay, the actual card numbers are not stored on the device nor on Apple servers. Instead, a unique Device Account Number is assigned, encrypted and securely stored in the Secure Element on your device. Each transaction is authorized with a one-time unique dynamic security code, instead of using the security code from the back of your card. If a customer’s iPhone is lost or stolen, they are able to use Find My iPhone to suspend or remove cards from the device.

“Data security is an increasingly important issue for all customers. We are pleased to offer a digital solution that prioritizes privacy and usability,” added DuMars.

For more information on Apple Pay, visit: <http://www.apple.com/apple-pay>.

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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 more than 71,000 associates who serve customers in approximately 830 grocery stores and 550 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.

Forward-Looking Statements for Bi-Lo Holdings

This press release includes forward-looking statements about future events, which involve risks and uncertainties. Generally, the words “believe,” “expect,” “intend,” “estimate,” “anticipate,” “project,” “will,” “could,” “may,” “plan,” “potential,” “likely,” “goal,” “target,” “objective,” “outlook,” “seek” and similar expressions identify forward-looking statements, which generally are not historical in nature.

Forward-looking statements reflect our current expectations, based on currently available information, and are not guarantees of performance. Although we believe that the expectations reflected in such forward-looking statements are based on reasonable assumptions, these expectations could prove inaccurate as such statements involve risks and uncertainties, many of which are beyond our ability to control or predict. Should one or more of these risks or uncertainties, or other risks or uncertainties not currently known to us or that we currently deem to be immaterial, materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those anticipated, estimated or projected. For these reasons, we caution you against relying on forward-looking statements, which speak only as of the date on which they are made. Except as may be required by applicable law, we undertake no obligation to update any forward-looking statements to reflect events or circumstances after the date on which they are made or to reflect the occurrence of unanticipated events.

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