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FOR IMMEDIATE RELEASE

**THREE ALBANY WINN-DIXIE STORES TO CONVERT TO
HARVEYS STORES STARTING ON JUNE 7**

JACKSONVILLE, Fla. (June 3, 2014) – Bi-Lo Holdings, LLC (“Bi-Lo Holdings”), parent company of BI-LO, Harveys and Winn-Dixie grocery stores, today announced that on Saturday, June 7, 2014, it will begin to rebrand three Winn-Dixie stores in Albany, Ga.

The following Winn-Dixie stores are scheduled to close on Saturday, June 7 and reopen on Friday, June 13 as Harveys stores:

- 2800 Old Dawson Road, Albany, Ga.
- 1553 US 19 S., Leesburg, Ga.
- 1208 Crawford St., Americus, Ga.

To ensure customer prescription needs are met, Winn-Dixie pharmacies will operate during normal business hours throughout the conversion.

“Upon reopening as a Harveys, customers will be pleased to see the same smiling faces they have known for years as well as daily in-store savings programs from Harveys,” said Jimmy Purvis, Harveys’ regional vice president. “Plus, we will continue to offer traditional Winn-Dixie in-store savings programs, like the fuelperks! fuel reward program, which lets customers earn incredible gas savings every time they shop with their Harveys Hometown Rewards Key.”

Other savings programs include:

- The fuelperks! Reward Program – for every \$50 spent, customers earn \$.05 on a gallon of gas for up to 20 gallons, with Bonus Fuelperk items throughout the store leading to even greater savings;
- In-store kiosks provide savings customized to the products customers shop the most;
- Price Lock, a program that freezes prices on hundreds of essential items for a 10-week period;
- Weekly savings programs like Cheap Chicken Mondays, Senior Discount Day Tuesday, and Wednesday Super Savers;

- more -

- A prescription plan with more than 400 generic medications for \$4 for a 30-day supply, \$10 for a 90-day supply and several antibiotic medications at no cost.

Added Purvis, “Harveys has been a member of the Albany community for nearly 60 years, and the addition of these stores only enhances our continued dedication to the Albany area. As we marry the best offerings from Winn-Dixie with the best of Harveys we believe our customers will be very happy with the outcome. And as a member of the Bi-Lo Holding’s family we look forward to continuing to offer our customers great service, exceptional products and an excellent shopping experience every day.”

In February, Bi-Lo Holdings received approval from the Federal Trade Commission (FTC) to proceed with the transaction in which Bi-Lo Holdings will acquire substantially all of the stores in the Sweetbay, Harveys and Reid’s supermarket chains from Delhaize.

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.¹ The company employs nearly 70,000 associates who serve customers in 830 grocery stores and 555 in-store pharmacies throughout the eight southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee.¹ 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.

¹ Based on projections following Delhaize acquisitions of May 31, 2014.

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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