



PRESS RELEASE

Bi-Lo Holdings, LLC | 5050 Edgewood Court | Jacksonville, FL 32254 | (904) 783-5000

FOR IMMEDIATE RELEASE

ELEVEN HARVEYS STORES TO TEMPORARILY CLOSE MAY 31 AND REOPEN JUNE 6 WITH SAME GREAT SERVICE AND NEW WAYS TO SAVE

JACKSONVILLE, Fla. (May 22, 2014) – Bi-Lo Holdings, LLC (“Bi-Lo Holdings”), parent company of BI-LO and Winn-Dixie grocery stores, today announced that on Saturday, May 31, 2014, it will begin minor renovations and system updates to 11 Harveys in Georgia and South Carolina. Upon reopening, these Harveys stores will have completed the final step in the conversion process and officially join the Bi-Lo Holdings family of supermarkets.

The following Harveys stores are scheduled to close on Saturday, May 31 and reopen on Friday, June 6:

| Street Address | City | State |
|---------------------|--------------|-------|
| 202 S. Main St. | Swainsboro | GA |
| 6327 Oak St. | Eastman | GA |
| 10 Surrey Plaza | Hawkinsville | GA |
| 140 W. Dykes St. | Cochran | GA |
| 1306 S. Harris St. | Sandersville | GA |
| 1945 Veterans Blvd. | Dublin | GA |
| 830 W. Oak St. | McRae | GA |
| 246 S. Main St. | Reidsville | GA |
| 540 W. Bacon St. | Pembroke | GA |
| 1451 Hwy 21 S. | Springfield | GA |
| 8205B E. Main St. | Ridgeland | SC |

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

“We believe customers will be pleasantly surprised to see we have been working hard to continue to provide the fresh, quality products they want each and every day,” said Jimmy Purvis, Harveys’ regional vice president. “Plus, we will soon offer a suite of 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.”

- more -



New 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;
- A new 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, “All Harveys store associates have been invited to join the Bi-Lo Holdings family, which means customers will be greeted by the same smiling faces they’ve known for years. Together, we look forward to exchanging best practices to ensure that we continue to run great stores, remain local and to enhance your 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.harveysupermarkets.com and www.winndixie.com.

¹Based 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.

Contact:

Miranda Major
St. John & Partners
904-866-8507
mirandamajor@sjp.com

###