



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Southeastern Grocers Launches Community Donation Program for Hurricane Florence Relief *Grocer and customers partner to raise funds for American Red Cross*

JACKSONVILLE, Fla. (Sept. 14, 2018) – Today, Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, together with the Southeastern Grocers Gives Foundation, announces plans to provide an easy way for loyal customers and dedicated associates to give back to their neighbors impacted by Hurricane Florence through a reputable charitable organization.

Anthony Hucker, President and CEO of Southeastern Grocers, said, “At Southeastern Grocers, our associates, customers and communities we serve can always count on us to provide for them in their time of need. In an effort to proactively aide our customers, we are launching a community donation program, together with the Southeastern Grocers Gives Foundation, in support of the American Red Cross’ Disaster Relief to assist those impacted by Hurricane Florence.”

Now through Sept. 25, 2018, customers can make donations at all BI-LO, Fresco y Más, Harveys, and Winn-Dixie stores during checkout, as well as on the BI-LO, Harveys and Winn-Dixie dedicated websites. Every cent raised will go to the American Red Cross’ Disaster Relief, which enables the Red Cross to prepare for, respond to and help people recover from this and other disasters.

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. As a Red Cross Disaster Responder member, Southeastern Grocers provides support for Disaster Relief, ensuring the Red Cross can pre-position supplies, secure shelters, maintain vehicles and train volunteers.

“Southeastern Grocers has a long-standing relationship with the American Red Cross, beginning with its more than 55-year partnership with Winn-Dixie. Through the generous support of partners like Southeastern Grocers, the American Red Cross is able to meet the emergency needs of the community today and in the future during time of natural devastation,” said **Anna Trefethen, American Red Cross Vice President Humanitarian Services, Southeast & Caribbean Division.**

Throughout the 55-year partnership, American Red Cross, Southeastern Grocers, devoted customers and associates have raised more than 10 million dollars through community donation programs, foundation and corporate support.

(more)

Customers can donate at the American Red Cross' website: <http://www.redcross.org/>

About Southeastern Grocers

Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, is one of the largest conventional supermarket companies in the U.S. SEG grocery stores, liquor stores and in-store pharmacies serve communities throughout the seven southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina. BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie are well-known and well-respected regional brands with deep heritages, strong neighborhood ties, proud histories of giving back, talented and caring 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.harveysupermarkets.com and www.winndixie.com.

About Southeastern Grocers Gives Foundation

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