

PRESS RELEASE



Southeastern Grocers launches Wall of Honor in support of Wounded Warrior Project

Customers encouraged to dedicate Messages to their Heroes in support of the Veterans' Charity

JACKSONVILLE, Florida (November 2, 2015) Leading up to Veterans Day, Southeastern Grocers, the parent company of BI-LO, Harveys and Winn-Dixie stores, today announced the launch of the Wall of Honor community donation campaign in all stores. Every cent generated through customer donations from Nov. 2-15 will be donated in support of the Wounded Warrior Project® (WWP) Independence Program.

Customers are encouraged to visit their neighborhood BI-LO, Harveys and Winn-Dixie stores to purchase a \$1 Dedication Card and write a special message to their own military hero. These personal dedications will build a Wall of Honor at each store as a visual tribute to those who served, continue to serve and sacrifice for the nation. Customers can also like, follow and share BI-LO, Harveys, Winn-Dixie and WWP Facebook posts and Twitter feeds with #AllforHonor; or honor a veteran by posting a dedication on www.facebook.com/allforhonor.

“During our successful Independence Day campaign, which raised over \$3 million for the WWP Independence Program, we were inspired by our customers and associates who wrote personal dedications to their own warriors on signage in our stores,” said Ian McLeod, chief executive officer and president of Southeastern Grocers. “We fully recognize their pride and continue to honor and give thanks to our military and their families for their sacrifices,” continued McLeod. “We serve our customers in states with some of the highest Active Duty military populations in our country, so this cause is especially important to our associates, customers and the communities in which we live.”

Our alliance with Southeastern Grocers has given Wounded Warrior Project the resources we need to fulfill our mission of honoring and empowering Wounded Warriors,” said Steve Nardizzi, chief executive officer at WWP. “The Independence Day campaign surpassed every expectation we had, and we are profoundly grateful to Southeastern Grocers, their incredible staff and their loyal customers for their dedication to this nation’s veterans. We’re excited for what Southeastern Grocers will do for our Alumni yet again this year, as they continue to exemplify what can be achieved when like-minded charities and corporations join forces.”



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WWP now an Official Charity Partner for Southeastern Grocers

Southeastern Grocers has actively listened to its customers and associates, and it is abundantly clear that they have tremendous respect and appreciation for Wounded Warrior Project. This passion for the cause has led Southeastern Grocers to name WWP as an Official Charity Partner for 2016, enabling future initiatives to increase awareness and support for WWP across all BI-LO, Harveys and Winn-Dixie stores throughout the Southeast. The Wall of Honor campaign provides an immediate opportunity to raise funds and needed attention for the Wounded Warrior Project Independence Program.

The Independence Program (IP) was created in 2011 to help injured service members and veterans design their own path from surviving to thriving. IP is a partnership between WWP, the warrior and their family, which is uniquely structured to adapt to the warrior's ever-changing needs. IP pairs warriors who rely on their families and caregivers because of moderate-to-severe brain injuries, spinal cord injuries, or other neurological conditions with a specialized case manager to develop a personalized plan to restore meaningful levels of activity and purpose into their daily lives. In many instances, for the cost of one month in an in-patient institutionalized brain injury rehabilitation program, the WWP Independence Program can provide a year's worth of community-based support on a weekly basis to an individual wounded veteran.

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About Wounded Warrior Project

The mission of Wounded Warrior Project® (WWP) is to honor and empower Wounded Warriors. WWP's purpose is to raise awareness and to enlist the public's aid for the needs of injured service members, to help injured servicemen and women aid and assist each other, and to provide unique, direct programs and services to meet their needs. WWP is a national, nonpartisan organization headquartered in Jacksonville, Florida. To get involved and learn more, visit woundedwarriorproject.org.

About Southeastern Grocers



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Southeastern Grocers, LLC, parent company and home of BI-LO, Harveys and Winn-Dixie grocery stores, is the fifth-largest supermarket chain in the U.S. and the second-largest supermarket in the Southeast based on store count. The company employs more than 66,000 associates who serve customers in approximately 756 grocery stores, 145 liquor stores and 504 in-store pharmacies throughout the seven southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina. 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.

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