

FOR IMMEDIATE RELEASE

Southeastern Grocers donates nearly \$400,000 for Hurricane Relief Efforts

Grocer, Southeastern Grocers Gives Foundation and communities partner to make donation to American Red Cross

- Southeastern Grocers recognizes associates and customers across Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina who showed their support for residents impacted by Hurricane Florence.
- All donations raised directly support the American Red Cross' Disaster Relief to provide essentials to those in need.

JACKSONVILLE, Fla. (Oct. 3, 2018) – With the help of generous associate and customer donations, 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 today it will donate nearly \$400,000 in support of the American Red Cross' Disaster Relief to assist those impacted by Hurricane Florence.

Anthony Hucker, President and CEO of Southeastern Grocers, said, “We care passionately about our associates, customers and communities that we serve. We sincerely thank each of our associates and customers for continuously demonstrating acts of generosity and kindness during difficult times. Thanks to their generous contributions, we are able to make this significant donation to the American Red Cross to assist our neighbors affected by Hurricane Florence.”

The grocery retailer activated a customer donation program in every store across its footprint on Sept. 14, in anticipation of Hurricane Florence's destructive path along the Carolinas. Funds were raised through contributions made in BI-LO, Fresco y Más, Harveys and Winn-Dixie stores during checkout, as well as on dedicated websites for BI-LO, Harveys and Winn-Dixie. 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.

“Today marks decades of partnership with Southeastern Grocers and the American Red Cross. We are humbled by the generosity of their customers and the Southeastern Grocers Gives Foundation. This donation, in support of our relief efforts, enables us to prepare and respond before, during and after disasters. Time and time again they are there when communities need them the most,” said **Anna Trefethen, American Red Cross Vice President Humanitarian Services, Southeast & Caribbean Division.**

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.

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

Customers can still 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 two charity pillars, fighting hunger and disaster relief, providing support to the causes that are important to the communities we serve.

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