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FOR IMMEDIATE RELEASE

UQWJ GCUVGTP'I TQEGTU ANNOUNCES APPOINTMENT OF IAN MCLEOD AS PRESIDENT AND CHIEF EXECUTIVE OFFICER

International Retailer and Industry Expert Brings 30 Years of Experience

JACKSONVILLE, Fla. – January 22, 2015 – Uqwj gcuvgtp'I tqegtu, parent company of BI-LO, Harveys and Winn-Dixie grocery stores, today announced that Ian McLeod has been appointed President and Chief Executive Officer, effective March 2, 2015. Mr. McLeod succeeds Randall Onstead, who will remain in place through March 2, 2015, to ensure a smooth transition.

The Uqwj gcuvgtp'I tqegtu Board of Directors noted: “Ian is a proven leader with more than 30 years of expertise and a strong track record of driving profitable growth. In his time running over 2,200 Coles food, liquor and convenience stores, which employs 100,000 associates across Australia and includes over 760 full-service supermarkets, he led a major turnaround in that business, improving the quality and value of products as well as the service and store standards offered to customers. Ian significantly increased sales from AUD\$28.8 billion to AUD\$37.4 billion (USD\$23.2 billion to USD\$35.2 billion)¹, doubling profits (earnings before interest and tax) during six years and outperforming in the market for 20 consecutive quarters. We are confident he will be instrumental in driving continued growth and success at Uqwj gcuvgtp'I tqegtu as we execute our strategy and work to further enhance our customers’ shopping experience.”

“The BI-LO, Harveys and Winn-Dixie grocery store brands have a strong history and today serve our customers through the efforts of over 70,000 hardworking employees; I am excited to move to the U.S. and join the team at this important time,” said Mr. McLeod. “I look forward to leveraging my experience to help build upon Southeastern Grocers’ reputation by serving our loyal customers even better, attracting new customers through great quality and value and further strengthening our competitive position within the industry.”

Mr. McLeod previously served as Group Commercial Director for Wesfarmers Group, one of Australia’s largest listed companies and one of its largest employers with diverse business operations, including supermarkets, discount department stores, home improvement and office supplies, coal production and

¹ In converting AUD to USD, exchange rates applied were prevailing as of 06/30/09 and 06/30/14 respectively.

export, chemicals, energy and fertilizers, and industrial and safety products. Wesfarmers Group acquired the Australian retail group Coles in late 2007 and appointed Mr. McLeod as Managing Director to lead the challenging turnaround of the Company, consisting of over 2,200 food, liquor and convenience stores, including over 760 supermarkets, 800 liquor stores and 640 gas stations across Australia. Prior to Coles, Mr. McLeod was Chief Executive Officer of Halfords Group Plc, a British retail chain specializing in car parts, cycling products and outdoor leisure goods. Previously, Mr. McLeod spent 20 years with ASDA supermarkets, a British supermarket group acquired by Wal-Mart in 1999, where he was a member of the U.K. Management Board and also spent 12 months as a member of the Executive Board of Wal-Mart Germany. Mr. McLeod attended the Harvard Business School AMP program in 1999 and was awarded an Honorary Doctorate in Scotland in 2010 for services to Business and Retail.

About Southeastern Grocers

Southeastern Grocers, 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. The company employs more than 72,000 associates who serve customers in 801 grocery stores, 530 in-store pharmacies and 146 liquor stores throughout the eight southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee. 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.