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## **BI-LO TEAMS UP WITH CUSTOMERS TO HELP NON-PROFITS FEED FURRY FRIENDS**

**CHATTANOOGA, Tenn. (April 2, 2014)** —BI-LO today launched the 5th Annual PAWS “Feed the Love” Community Donation Program to benefit area food banks and non-profit partners dedicated to eliminating hunger for pets in their local communities. Since 2010, the campaign has provided more than 85 tons of pet food for families in need throughout BI-LO’s operating area.

“It is awful to imagine, but there are many people with limited financial means who face a difficult dilemma each week: feed themselves or feed their pets,” said Rondel Hartwell, director of community involvement and charitable giving for BI-LO. “Each year we dedicate countless resources to our area food partners to help feed the hungry. In the month of April we want to do a little more for our furry friends.”

Now through Tuesday, April 29, BI-LO customers can purchase a \$5 pre-packaged bag of pet food with their MY BI-LO BONUSCARD or give a monetary donation of their choice at any BI-LO store register. Each bag contains a week’s worth of dry and canned packages of PAWS Premium, BI-LO’s own brand of high-quality, nutritious cat and dog food. For every bag purchased, BI-LO customers will receive an additional 5 cents per gallon in fuel perks! Rewards, BI-LO’s program that saves customers money on gas just for buying groceries.

### **About Bi-Lo Holdings**

Bi-Lo Holdings, LLC, the parent company of BI-LO and Winn-Dixie grocery stores, is the ninth-largest conventional supermarket chain in the United States based on net sales. The company employs nearly 60,000 associates who serve customers in 686 grocery stores and 482 in-store pharmacies throughout the eight southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee. BI-LO 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](http://www.bi-lo.com) and [www.winn-dixie.com](http://www.winn-dixie.com).

**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.*

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