

FOR IMMEDIATE RELEASE

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SOUTHEASTERN GROCERS FILES REGISTRATION STATEMENT FOR PROPOSED INITIAL PUBLIC OFFERING

JACKSONVILLE, Fla., September 26, 2013 – Southeastern Grocers, LLC, parent company of BI-LO and Winn-Dixie supermarkets, announced today that it has filed a registration statement on Form S-1 with the U.S. Securities and Exchange Commission relating to a proposed initial public offering of shares of common stock. The shares are expected to be offered by Southeastern Grocers, and the number of shares to be offered and the price range for the offering have not yet been determined.

Citigroup, Credit Suisse and Deutsche Bank Securities will act as representatives of the underwriters for the offering, and, together with William Blair and Wells Fargo Securities, will act as joint book-running managers for the offering. The offering will be made only by means of a prospectus. When available, copies of the preliminary prospectus relating to the offering may be obtained from Citigroup at c/o Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, New York 11717, Attention: Prospectus Department, by telephone at (800) 831-9146 or by emailing batprospectusdept@citi.com; from Credit Suisse at One Madison Avenue, New York, New York 10010, Attention: Prospectus Department, by telephone at (800) 221-1037 or by emailing newyork.prospectus@credit-suisse.com; or from Deutsche Bank Securities Inc. at 60 Wall Street, New York, New York 10005-2836, Attention: Prospectus Group, by telephone at (800) 503-4611 or by emailing prospectus.cpdg@db.com.

A registration statement relating to these securities has been filed with the U.S. Securities and Exchange Commission but has not yet become effective. These securities may not be sold nor may offers to buy be accepted prior to the time the registration statement becomes effective.

This press release shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of these securities in any state or jurisdiction in which the offer, solicitation or sale of securities would be unlawful prior to their registration and qualification under the securities laws of any such state or jurisdiction.

About Southeastern Grocers

Based in Jacksonville, Florida, Southeastern Grocers operates supermarkets in the Southeastern United States under the “Winn-Dixie”, “BI-LO”, “Super BI-LO”, and “BI-LO at the Beach” banners. We currently operate 685 stores serving many key metropolitan areas in Florida, Georgia, Alabama, Louisiana, Mississippi, South Carolina, North Carolina, and Tennessee. We generate revenues by selling an assortment of grocery products, including dry and canned groceries, frozen items, produce, dairy, meat and seafood, bread and baked goods, and other fresh product offerings. In addition, a majority of our stores include pharmacies.