



# News Release

## **FOR IMMEDIATE RELEASE**

October 13, 2011

### **SOBEYS ANNOUNCES ORGANIZATIONAL REALIGNMENT**

STELLARTON, NS -- Sobeys today announced an organizational realignment and corresponding leadership appointments to position the company for accelerated growth and performance.

Two business units have been formed, each led by a President of Operations.

- The IGA Operations business unit consists of IGA and IGA extra, Les Marchés Tradition, Marché Bonichoix, and Rachele-Béry in the Province of Quebec and will continue to be led by Marc Poulin.
- The Multi-Format Operations business unit includes Sobeys, Thrifty Foods, Sobeys Urban Fresh, Foodland, IGA stores (Western Canada), FreshCo, Needs, Fast Fuel, and Sobeys liquor operations. The Multi-Format Operations business unit will be led by Jason Potter, formerly President of Operations, Sobeys Atlantic Region.

Additionally, Sobeys announced the appointment of François Vimard, previously Chief Financial Officer, to the position of Executive Vice President, Sobeys Inc. In this new role Vimard will lead critical business support functions including Finance, Information Technology, Distribution & Logistics, Real Estate, Legal and Construction/Engineering.

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**Sobeys  
Corporate**

115 King Street  
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Paul Jewer, currently Senior Vice President, Finance & Treasury has been appointed Chief Financial Officer, Sobeys Inc., reporting to François Vimard, Executive Vice President, Sobeys Inc. In his new role, Jewer assumes strategic leadership for all financial functions including: reporting, planning, treasury, tax and Sobeys' investor relations.

"We have made these changes as a confident, proactive accelerant of our strategy to optimize our performance in an increasingly competitive environment," said Bill M<sup>o</sup>Ewan, President and CEO, Sobeys Inc. "The infrastructure investments that we have made, the leadership we have in place and the performance momentum we have generated allow us to realign for efficiency and advance from a position of strength."

**About Sobeys Inc.**

Proudly Canadian, with headquarters in Stellarton, Nova Scotia, Sobeys has been serving the food shopping needs of Canadians for 104 years. A wholly-owned subsidiary of Empire Company Limited (TSX:EMP.A), Sobeys owns or franchises more than 1,300 stores in all 10 provinces under retail banners that include Sobeys, IGA, Foodland, FreshCo, and Thrifty Foods, as well as Lawton's Drug Stores. Sobeys and its franchise affiliates employ more than 95,000 people. The company's goal is to be widely recognized as the best food retailer and workplace environment in Canada. More information on Sobeys Inc. can be found at [www.sobeyscorporate.com](http://www.sobeyscorporate.com).

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