



News Release

FOR IMMEDIATE RELEASE
FEBRUARY 23, 2016

**SOBEYS LAUNCHES AIR MILES REWARD PROGRAM AT
NEEDS AND SOBEYS EXPRESS**

Customers can now get AIR MILES Reward Miles at more banners in Atlantic Canada

Stellarton, NS – Today, Sobeys launches the AIR MILES® Reward Program at its Needs and Sobeys *express* locations, offering customers throughout Atlantic Canada the opportunity to get even more AIR MILES Reward Miles when they shop.

With the addition of the 157 Needs and Sobeys *express* locations there are now close to 400 Sobeys retail sites across Atlantic Canada where customers can get Miles; more than any other retailer in the region.

“With the launch of AIR MILES at Needs and Sobeys *express*, customers in Atlantic Canada will now be rewarded for shopping at even more of our retail locations,” said Jason Tutty, Director Marketing, Sobeys Atlantic. “We know our customers appreciate the added value AIR MILES brings to their shopping experience and have been asked many times when the program will be offered at our convenience locations. We are pleased to say that today is the day.”

“We are excited to expand our relationship with Sobeys to now offer Collectors the opportunity to not only get Miles on their grocery purchases, but also on those everyday items you need on-the-go,” said Blair Cameron, Senior Vice President Client Services, AIR MILES Reward Program.

“Extending this partnership to more banners within Sobeys Atlantic offers customers the potential to earn even greater rewards and rounds out their shopping experience,” added Tutty. “From groceries to health and beauty products, we can offer cross-shop rewards and take loyalty rewards to new heights for our customers in a way that no other retailer in the region can.”

In addition to the launch at Sobeys’ convenience locations, customers can now get 1 AIR MILES Reward Mile for every \$20 spent cumulatively, before taxes and other exclusions, Sunday to Saturday at Sobeys, Foodland, Needs, Lawtons Drugs, Sobeys *express* and participating Co-op stores in Atlantic Canada. Visit www.airmiles.ca for full offer details.

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About Sobeys Inc.

Proudly Canadian, with headquarters in Stellarton, Nova Scotia, Sobeys has been serving the food shopping needs of Canadians for 108 years. A wholly-owned subsidiary of Empire Company Limited (TSX:EMP.A), Sobeys owns or franchises approximately 1,500 stores in all 10 provinces under retail banners that include Sobeys, Safeway, IGA, Foodland, FreshCo, Thrifty Foods, and Lawton's Drug Stores as well as more than 350 retail fuel locations. Sobeys, its franchisees and affiliates employ more than 125,000 people. The company's purpose is to help Canadians Eat Better, Feel Better and Do Better. More information on Sobeys Inc. can be found at www.sobeyscorporate.com.

About the AIR MILES Reward Program

Launched in 1992, the AIR MILES Reward Program is one of the best ways to get rewards in Canada. With more than 10 million active Collector accounts, approximately two-thirds of all Canadian households can turn everyday purchases like gas and groceries into movie tickets, kitchen gadgets, electronics, dream vacations and so much more. Unlike other frequent shopper programs, Collectors can get Miles from hundreds of leading brand-name Partners, representing thousands of retail and service locations across Canada and leading global brands online. The AIR MILES Reward Program lets Collectors reward themselves their way – they can build their AIR MILES Cash balance to use toward in-store purchases or eVouchers online at participating Reward Partners, build their Dream balance to get vacations, electronics and more, or a combination of both. Whatever rewards Collectors like most, they can get them quickly and easily with the AIR MILES Reward Program.