



News Release

FOR IMMEDIATE RELEASE

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SOBEYS INC. APPOINTS BETH NEWLANDS CAMPBELL TO LEAD ATLANTIC/ONTARIO BUSINESS UNIT

STELLARTON, NS – Sobeys Inc. today announced the appointment of Beth Newlands Campbell as President of the company’s Atlantic/Ontario business unit.

An experienced grocery industry leader, Ms. Newlands Campbell has spent 30 years in progressively senior operations marketing, merchandising and strategic planning roles with Delhaize’s U.S. operations, including the Hannaford Supermarkets and Food Lion banners. Most recently, Ms. Newlands Campbell was President of Food Lion.

“Beth’s diverse experience and proven record in organizational growth and strategic planning will support all aspects of our business in Atlantic Canada and Ontario,” said Marc Poulin, President & CEO, Sobeys Inc. “Her passion for food, customer service and serving her community positions her well to continue advancing our mission to help Canadians Eat Better, Feel Better and Do Better.”

Ms. Newlands Campbell will report to Mr. Poulin and serve as a member of the Sobeys Inc. Leadership Committee. Her appointment is effective immediately.

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.

**Sobeys
Corporate**

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