



News Release

FOR IMMEDIATE RELEASE

May 5, 2016

SOBEYS INC. LAUNCHES \$200,000 FIRE RELIEF INITIATIVE FOR NORTHERN ALBERTA

CALGARY, AB – Sobeys Inc. stores across Canada have launched a campaign to provide support to the thousands impacted by the fires in the Fort McMurray and Wood Buffalo, Alberta regions. Customers can make cash donations at their local stores with 100 per cent of the donations supporting the Canadian Red Cross relief efforts in Northern Alberta. Sobeys Inc. will match all cash donations made in store to a maximum of \$100,000 and provide \$100,000 of in-kind products.

“Our thoughts are with our employees and the residents impacted by the fires in Northern Alberta,” said Marc Poulin, President & CEO, Sobeys Inc. “We’re proud to join forces with our customers to support the relief efforts of the Canadian Red Cross, while our team continues to work around the clock with partners to get much needed supplies to the area.”

Sobeys Inc. is working directly with Noralta, the operator of three large workforce camps currently being used as evacuation centres for displaced residents, ensuring the availability of necessary provisions such as water, fresh fruit, baby food, pet food and hygiene products. Sobeys is also working closely with local relief organizations and agencies to determine where additional help and supplies are needed.

The in-store donation campaign began in Western Canada on May 4, 2016, and Ontario, Quebec and Atlantic Canada on May 5, 2016.

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 more than 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.

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