



News Release

FOR IMMEDIATE RELEASE

September 22, 2017

Sobeys Inc. disappointed with Alberta Court decision to ban loyalty rewards for prescription purchases

STELLARTON, NS - Today, the Alberta Court of Appeal released its decision on pharmacies' ability to issue loyalty rewards on prescriptions, overturning the previous ruling by the Alberta Court of Queen's Bench. The decision bans all pharmacies throughout Alberta from offering loyalty rewards on prescription purchases.

"We are obviously very disappointed with this decision" said Jedd Wood, Vice President and General Manager of Sobeys National Pharmacy Group. "In addition to the professional services and trusted advice provided by Safeway, Sobeys and IGA pharmacists, we believe that we contribute to better patient care by offering rewards that help increase loyalty, adherence and ultimately improved health outcomes. While this ruling has now taken away loyalty rewards from all Albertans, our pharmacists will continue to offer trusted professional advice and the best possible care to our patients."

While disappointed with the outcome of this matter, Sobeys Inc. recognizes the Alberta College of Pharmacists plays an important role ensuring safe and professional pharmacy practices and will continue to work with the College to that end.

Sobeys Inc. initially applied for judicial review of the proposed incentive ban by the Alberta College of Pharmacist in 2014.

About Sobeys Inc.

Proudly Canadian, with headquarters in Stellarton, Nova Scotia, Sobeys has been serving the food shopping needs of Canadians since 1907. 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.

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