

FOR IMMEDIATE RELEASE
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***Voilà by Sobeys launches in the GTA
The future of online grocery shopping is here***

- *Voilà by Sobeys* offers cutting-edge online grocery home delivery that is now available in Vaughan and coming soon to the rest of the GTA
- *Voilà* delivers from an automated warehouse where robots assemble orders and *Voilà* teammates safely deliver them direct to the customer's home with minimal handling
- *Voilà* offers grocery essentials from *Sobeys* alongside customer favourites from Farm Boy and health and wellness products from *Well.ca*

Stellarton, NS – Today, Empire Company Limited (“Empire” or the “Company”) (TSX: EMP.A) introduces the future of online grocery home delivery to the Greater Toronto Area (“GTA”). The Company’s newest ecommerce platform, *Voilà by Sobeys* has a freshness guarantee and products at affordable prices with no hidden fees, delivered straight to customers’ doors in convenient one-hour delivery windows. Starting June 22, customers in Vaughan will be able to order online at voila.ca or by downloading the *Voilà* mobile app. Service across the GTA will follow in the coming weeks.

Voilà is powered by Ocado Group plc’s (“Ocado”) industry-leading technology and fills orders through its state-of-the-art automated Customer Fulfillment Centre (“CFC”) in Vaughan, Ontario. Robots assemble orders efficiently and safely, resulting in minimal product handling, while *Voilà* teammates safely deliver orders directly to the customer’s home.

“*Voilà by Sobeys* is the future of online grocery retail in Canada, and now it’s here,” said Michael Medline, President & CEO of Empire. “Ocado’s technology gives us the best e-commerce platform in the country – there’s nothing like it in North America. We can’t wait to share *Voilà* with our customers in the GTA this summer and across Canada in the future.”

Voilà is the first and only grocery retailer to offer Farm Boy and *Well.ca* products through its online home delivery service. *Voilà* customers will be able to shop for thousands of fresh produce and grocery products from *Sobeys*, alongside customer favourites from Farm Boy and health, wellness, baby, pet, and beauty products from *Well.ca*.

“Canadians deserve a better way to shop for groceries online,” said Sarah Joyce, SVP, Ecommerce of Empire. “Because *Voilà* delivers customers’ orders directly from an automated warehouse, we have tremendous control over the freshness and quality of our products and the reliability of our deliveries. Our teammates are ready to provide best-in-class service to our customers.”

At capacity, *Voilà by Sobeys* will bring approximately 1,500 jobs to the area, including operations, delivery, and customer service teammates. A second CFC is currently being built in Montreal to bring *Voilà par IGA* to major cities in the province of Quebec as well as Ottawa.

Our response to COVID-19

In response to the impact that COVID-19 has had on Canadians, Empire has implemented significant safety protocols to keep *Voilà by Sobeys* teammates and customers safe, following standards and recommendations set out by the Public Health Agency of Canada. These include frequent cleaning and sanitization of warehouse and delivery vehicles, hygiene standards for all teammates and equipping delivery vehicles with sanitizer and cleaning supplies. Delivery teammates wear face masks upon arrival to homes and change gloves and sanitize in between each delivery, and all teammates respect physical distancing guidelines. Given the current need for 'contactless' deliveries, all orders will be left at customers' doorstep or lobby. Delivery teammates will call customers ahead of time for specific delivery instructions. For more information, please visit www.voila.ca.

ABOUT EMPIRE

Empire Company Limited (TSX: EMP.A) is a Canadian company headquartered in Stellarton, Nova Scotia. Empire's key businesses are food retailing, through wholly-owned subsidiary Sobeys Inc., and related real estate. With approximately \$26.6 billion in annualized sales and \$14.6 billion in assets, Empire and its subsidiaries, franchisees and affiliates employ approximately 127,000 people.

Additional financial information relating to Empire, including the Company's Annual Information Form, can be found on the Company's website at www.empireco.ca or on SEDAR at www.sedar.com.

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