

FOR IMMEDIATE RELEASE

September 15, 2020

Voilà by Sobeys launches new curbside pickup service in Nova Scotia

Empire expands e-commerce offering to Atlantic Canada

Stellarton, NS – Today, Empire Company Limited (“Empire” or the “Company”) (TSX: EMP.A) is expanding its e-commerce offering to Atlantic Canada with the launch of “Voilà by Sobeys Curbside Pickup”. Now available at three Sobeys store locations in Nova Scotia, the new service offers a freshness guarantee and products at affordable prices with no hidden fees. Orders are assembled with care by Voilà by Sobeys teammates and delivered directly to customers’ cars to provide a contactless experience. Customers can order online at voila.ca or by downloading the Voilà mobile app.

Powered by Ocado Group plc’s proven in-store fulfilment technology, this curbside pickup service model allows customers to shop online or via mobile app from a growing selection of products. Voilà by Sobeys teammates use handheld devices to assemble orders with efficiency and accuracy, focusing on freshness and safety. Customers select a convenient one-hour window for contactless curbside pickup.

“This is just another way we are bringing online grocery to more Canadians, faster,” said Sarah Joyce, SVP E-commerce, Empire. “Voilà by Sobeys Curbside Pickup combines our industry-leading online shopping experience with a seamless curbside pickup service. Our teammates are excited and ready to bring this best-in-class service to customers in our home province, building on our strong legacy as the hometown grocer of Atlantic Canada.”

Sobeys locations launching curbside pickup today:

- Sobeys Aberdeen– Aberdeen Shopping Centre, 610 East River Road, New Glasgow, NS
- Sobeys Spryfield– 279 Herring Cove Road, Halifax, NS
- Sobeys Wyse Rd– 210 Wyse Road, Dartmouth, NS

Empire will expand Voilà Curbside Pickup to stores across Canada over the next few years as part of the Company’s Project Horizon strategy. Empire has one Customer Fulfillment Centre (“CFC”) operational in Ontario, providing Voilà by Sobeys Home Delivery services, and is currently building a second CFC in Montreal. Empire plans to build two additional CFCs across Canada to cover 75% of the population.

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 Curbside Pickup teammates and customers safe, following standards and recommendations set out by the Public Health Agency of Canada. These include frequent cleaning, sanitization and hygiene standards for all curbside pickup teammates and equipment. Curbside pickup teammates wear face masks when assembling and delivering orders, and all teammates respect

physical distancing guidelines. All orders will be placed directly into customers' cars by Voilà by Sobeys teammates to provide a contactless experience.

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 and related real estate. With approximately \$27.2 billion in annual sales and \$14.8 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.

Media asset library can be found [here](#).

For further information:

Media Contact

Karen White-Boswell
Director, External Communications
Sobeys Inc.
(416) 779-2319
Karen.White-Boswell@sobeys.com

Investor Contact

Katie Brine
Director Finance, Investor Relations
Sobeys Inc.
(905) 238-7124 ext. 2092
Katie.Brine@sobeys.com