



## **Sobeys to Launch AIR MILES Reward Program at Additional Banners in Western Canada**

### **LoyaltyOne, Co. and Sobeys Sign New Cross-Canada, Long-Term Agreement; Includes Sobeys-Owned Banners in Atlantic Canada, Québec and Western Canada**

STELLARTON, NS June 24, 2014 – Sobeys and LoyaltyOne, Co., owner of the AIR MILES® Reward Program, are expanding their relationship in British Columbia, Alberta, Saskatchewan and Manitoba. The long-term agreement announced today will bring the AIR MILES Reward Program to *Sobeys, IGA, Thrifty Foods and Sobeys Liquor* stores in Western Canada in the fall of 2014, and continues the partnership in *Safeway and Safeway Wine and Spirits* stores across the West and a small number of locations in Northwestern Ontario.

The AIR MILES Reward Program also continues at *IGA, IGA Extra, Marché Bonichoix, Les Marchés Tradition and Rachelle-Béry* in Québec; and at *Sobeys, Foodland and Lawtons Drugs* in Atlantic Canada. Current loyalty programs in Sobeys' Western Canada stores and associated co-branded credit card products will transition to the AIR MILES Reward Program when it is launched in the fall of 2014.

“Over the years, we have seen how much value and excitement the AIR MILES Reward Program brings to our customers, and we are happy to continue and expand on that momentum to offer more shoppers in Western Canada an even more rewarding experience in our stores,” says Marc Poulin, president and chief executive officer, Empire Company Limited and Sobeys Inc.

Extending the breadth of Canada's leading coalition loyalty program to additional Sobeys' western locations creates even more opportunities for AIR MILES Collectors to earn AIR MILES reward miles for everyday purchases. Collectors can redeem their reward miles for more than 1,200 rewards options, including the Program's instant redemption feature, AIR MILES Cash, which will be available at Sobeys stores where reward miles are issued.

“The growth of strong Sponsor relationships is key to the success of the AIR MILES Reward Program. Further strengthening and extending our partnership with Sobeys will allow even more consumers to engage in the Program and benefit from its value,” says Andy Wright, president, AIR MILES Reward Program.

Sobeys has been a valued Sponsor in the AIR MILES Reward Program for more than 15 years. Collectors can get more information on nearby Sponsors by visiting [www.airmiles.ca](http://www.airmiles.ca).

### **About Sobeys Inc.**

Proudly Canadian, with headquarters in Stellarton, Nova Scotia, Sobeys has been serving the food shopping needs of Canadians for 107 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 330 retail fuel locations. Sobeys and its franchise 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](http://www.sobeyscorporate.com).

### **About LoyaltyOne Co.**

LoyaltyOne is a global leader in the design and implementation of coalition loyalty programs, customer analytics and loyalty services for Fortune 1000 clients around the world. LoyaltyOne's unparalleled track record delivering sustained business performance improvement for clients stems from its unique combination of hands-on practitioner experience and continuous thought leadership. LoyaltyOne has over 20 years history leveraging data-driven insights to develop and operate some of the world's most effective loyalty programs and customer-centric solutions. These include the AIR MILES Reward Program, North America's premier coalition loyalty program; a majority stake in European-based BrandLoyalty, one of the largest and most successful campaign-driven loyalty marketers outside of the Americas; and a working partnership with Latin America's leading coalition program, dotz. LoyaltyOne is also the owner of COLLOQUY, a group dedicated to research, publishing and education for the global loyalty industry. LoyaltyOne is an Alliance Data company. For more information, visit [www.loyalty.com](http://www.loyalty.com).

### **About the AIR MILES Reward Program**

Founded in 1992, the AIR MILES Reward Program is Canada's premier coalition loyalty program with more than 10 million active Collector accounts, representing approximately two-thirds of all Canadian households. The AIR MILES Reward Program allows Collectors to earn reward miles simply by doing their everyday shopping at more than 240 leading brand-name Sponsors, representing thousands of retail and service locations across Canada and leading global brands online. The AIR MILES Reward Program also allows Collectors to indulge in more than 1,200 leisure, entertainment, merchandise, travel and a range of accredited, environmentally-friendly lifestyle rewards. With AIR MILES Cash, Collectors can also have the flexibility to instantly redeem their AIR MILES reward miles in-store towards many every day and high value purchases like gas, grocery, drug store items and home improvement purchases at participating Sponsors.

### **Additional Information**

For more information about this announcement and related program changes visit our Club Sobeys/Club Thrifty Foods FAQ pages at:

<http://www.clubsobeys.com/faq.aspx>

<http://www.clubthriftyfoods.com/faq.aspx>