



# News Release

## FOR IMMEDIATE RELEASE

September 6, 2011

### **SOBEYS INC. AND IMPERIAL OIL ALLIANCE PUMPS UP GAS AND GROCERY REWARDS FOR CUSTOMERS**

*New points exchange program enables Club Sobeys, Club Thrifty Foods  
and Esso Extra members to accelerate rewards program benefits*

**MISSISSAUGA, ON** – Sobeys Inc. and Imperial Oil today announced a rewarding new points exchange program that will allow Club Sobeys/Club Thrifty Foods and Esso Extra members to convert their rewards points between programs.

The arrangement provides members of each program the convenience and flexibility to combine loyalty points to redeem for their choice of either gasoline or grocery rewards.

“We are proud to join forces with Esso Extra to provide even more value, flexibility and choice to Club Sobeys and Club Thrifty Foods members,” said Chris Goodale, Vice President, Loyalty & Insight, Sobeys Inc. “Not only can Club Sobeys and Club Thrifty Foods members use Esso Extra points to increase their points balance for faster grocery rewards, they can also choose to take advantage of Esso Extra rewards.”

The process to earn free groceries by filling up or earn free gas and car washes by grocery shopping is quick and simple. Club Sobeys/Club Thrifty Foods members and Esso Extra members can simply choose to have all of their points automatically converted into the partnering program online at [clubsobeys.com](http://clubsobeys.com), [clubthriftyfoods.com](http://clubthriftyfoods.com) or [essoextra.com](http://essoextra.com).

“We are excited to offer Esso Extra customers this opportunity to combine their points and more quickly obtain their choice of more gas and car wash rewards from Esso Extra or more grocery rewards from Club Sobeys or Club Thrifty Foods,” said Andrew MacKay, Retail Manager, Fuels Marketing, Imperial Oil. “Either way, these are practical and valuable reward solutions for better everyday living.”

The points exchange option is available to members of both programs who reside in provinces where Club Sobeys/Club Thrifty Foods is available.

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**Sobeys  
Corporate**

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### **About Club Sobeys & Club Thrifty Foods**

Club Sobeys/Club Thrifty Foods is a unique customer reward program that offers members points for every dollar they spend in-store. The program is free to join, and Club Sobeys/Club Thrifty Foods points can be redeemed for instant savings on in-store grocery purchases, for gifts and merchandise from the program's online rewards catalogue or to support local charities.

Club Sobeys/Club Thrifty Foods points can be redeemed at all Sobeys locations in Ontario and Western Canada as well as Thrifty Foods stores in British Columbia.

For more information about Club Sobeys (Ontario, Manitoba, Saskatchewan, Alberta and British Columbia), Club Thrifty Foods (British Columbia) and Esso Extra, or to apply for a membership to earn reward points on everyday grocery and gas purchases, please visit [www.clubsobey.com](http://www.clubsobey.com), [www.clubthriftyfoods.com](http://www.clubthriftyfoods.com) and [www.essoextra.com](http://www.essoextra.com).

### **About Sobeys Inc.**

Sobeys Inc. is a leading national grocery retailer and food distributor headquartered in Stellarton, Nova Scotia. A wholly-owned subsidiary of Empire Company Limited (TSX:EMP.A), Sobeys owns or franchises more than 1,300 stores in all 10 provinces under retail banners that include Sobeys, IGA, Foodland, FreshCo, Price Chopper and Thrifty Foods, as well as Lawtons Drug Stores. Sobeys Inc. is committed to providing the most worthwhile experience for its customers, employees, franchisees, suppliers and shareholders. More information on Sobeys Inc. can be found at [www.sobeyscorporate.com](http://www.sobeyscorporate.com).

### **About Imperial Oil**

Imperial Oil is one of Canada's largest corporations and a leading member of the country's petroleum industry. The company is a major producer of crude oil and natural gas, Canada's largest petroleum refiner, a key petrochemical producer and a leading marketer with a coast-to-coast supply network that includes about 1,850 Esso Branded retail service stations.

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#### **Imperial Oil**

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