



# News Release

## **FOR IMMEDIATE RELEASE**

September 23, 2011

### **SOBEYS TO SUPPLY TARGET CANADA WITH FOOD AND GROCERY PRODUCTS**

STELLARTON, NS / MINNEAPOLIS, MN – Sobeys Inc. and Target Canada Co. announced today they have entered into a long-term wholesale distribution arrangement that will see Sobeys supply Target stores in Canada with select food and grocery products.

Beginning in early 2013, Sobeys will supply Target's food and grocery requirements for frozen, dairy, and dry grocery products, inclusive of both national brand and Target's private label brands.

"We are pleased to welcome Target as a valued wholesale customer. The associated increased revenue, and the supply chain efficiencies which will lower our costs, will continue to strengthen our competitive position," said Bill M<sup>c</sup>Ewan, President & CEO, Sobeys Inc.

"Target is excited to be working with a partner like Sobeys. We look forward to building a strong relationship that creates value across both companies for a long time to come," said Tony Fisher, President, Target Canada.

Through its coast-to-coast network of 23 food distribution centres, Sobeys will be able to provide the same high level of service to Target's store network as it does to its own network of 1,300 stores across the country. The two companies have also agreed to leverage each other's distribution networks to mutually reduce transportation expenses.

In addition to the wholesale distribution arrangement, both companies will also explore additional supply chain opportunities.

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**Sobeys  
Corporate**

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### **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 Target**

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,762 stores across the United States and at Target.com. The Company will open its first stores in Canada in 2013. In addition, the company operates a credit card segment that offers branded proprietary credit card products. Since 1946, Target has given 5 percent of its income through community grants and programs; today, that giving equals more than \$3 million a week. For more information about Target's commitment to corporate responsibility, visit [Target.com/hereforgood](http://Target.com/hereforgood).

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