BI-LO, LLC

Trade Dimensions –
Key Account Profile
Spring 2007
Complimentary Copy

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Key Account Profiles

Please enjoy this complimentary Key Account Profile of BI-LO

Nielsen Trade Dimensions, a pioneer in the retail directory and database publishing business, is proud to announce the availability of Key Account Profiles for the country's top 40 chains. Key Account Profiles are updated *quarterly* and are packed with exclusive information and insights from Trade Dimensions and several other world-class companies in The Nielsen Company family.

Key Account Profiles are delivered electronically in Adobe Acrobat (PDF) format and presentation-ready Microsoft® PowerPoint® files.

Exclusive Insights & Extensive Research

No other research company can provide you with the insights into a key account's hierarchical structure, buying offices, merchandising strategy, consumer shopping behavior and more. Use these insights to keep your teams up-to-date on the accounts that mean the most to your bottom line. Armed with this detailed information, you'll evaluate your knowledge of account categories, grab more shelf space, and sell more units. Don't go into that next sales presentation with bad intelligence and a vague notion of what will impress. Have confidence in your message and your pitch with the latest Key Account Profile – delivered straight to your inbox from Trade Dimensions.

Every Key Account Profile is backed by Trade Dimensions' Retail Site Database, a one-of-a-kind repository tracking nearly 400,000 retail locations throughout the U.S. This database is continually updated with the latest openings, closings, mergers and other changes to present the most accuarate picture of the retail industry.

There's more to know about the key retailers and more to know about Key Account Profiles from Trade Dimensions.

Exclusive Features within Each Key Account Profile

- Exclusive editorial insights on the account's technology, advertising, branding and distribution strategies from the experts at Trade Dimensions
- Exclusive operations and supplier hierarchies from the TDLinx Channel Database
- Exclusive Account Shopper insights and a list of the top ten competitors by account from Nielsen Homescan & Spectra
- Color-coded market share charts for all 52 Nielsen SCANTRACK® markets
- Sales sheet with buying information, merchandise lines purchased lists of in-store programs/services, brands and types of private label offerings, and types of advertising and point-of-purchase merchandising materials utilized
- Locations of distribution centers and warehouses
- Key personnel by division, including buyers and category managers
- Color-coded state density map of locations by state

Top 40 U.S. Accounts Available Now!

- Ahold USA Inc.
- Albertsons LLC
- ALDI USA
- Alimentation Couche-Tard
- Big Lots
- BI-LO, LLC
- BJs Wholesale Club, Inc.
- BP
- Costco
- CVS Corporation
- Delhaize America
- Dollar General
- Dollar Tree
- Family Dollar
- Giant Eagle
- Great A & P
- H.E. Butt
- Hy-Vee
- The Kroger Co.
- Longs Drug
- Meijer, Inc..
- The Pantry
- Pathmark Stores
- Price Chopper
- Publix Super Markets
- Rite Aid Corp.
- Roundy's
- Safeway, Inc.
- Sears Holdings
- 7-Eleven, Inc.
- Speedway SuperAmerica
- Stater Bros.
- SUPERVALU
- Target Corp.
- Trader Joe's
- Walgreens
- Wal-Mart Stores, Inc.
- Wegman's
- Whole Foods
- Winn-Dixie

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Trade Dimensions
55 Greens Farms Road, Westport, CT 06880
www.KeyAccountProfiles.com
Phone: 203 222-5728

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BI-LO, LLC - “Just The Facts”

BI-LO, LLC
208 Bi-Lo Boulevard
Mauldin, SC 29607
Phone: (864) 234-1600
Fax: (864) 675-5443
Website: www.bi-lo.com
E-mail: bstubbs@bi-lo.com

Online sales: No

Company Data (U.S. Operations)

Total number of stores: **306**

Types of stores:	
Supermarkets	306

Store operating name(s)	**Count**	**Average selling area**
Supermarkets		
BI-LO	232	36,100 sq. ft.
Brunos	6	38,200 sq. ft.
Brunos Food & Pharmacy	17	39,500 sq. ft.
Food World	46	36,400 sq. ft.
Foodmax	5	35,200 sq. ft.

New Units Planned

BI-LO, LLC generally does not publicly release its chainwide expansion plans, though it has announced its intention to invest more than $37 million in the Chattanooga region for an 18-month period starting in October 2006. New superstores will be built in Hixson and Ooltewah, TN, while at least five stores (including Dayton and Signal Mountain) will be remodeled.

Since the company’s acquisition by Lone Star Funds in 2005 and subsequent sale of more than 100 underperforming stores, it has grown in a limited fashion by both acquiring other supermarket locations as well as building new stores.

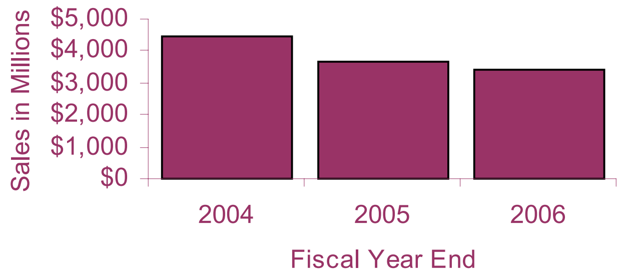
International Operations

BI-LO, LLC does not currently operate any stores outside the U.S.

BI-LO, LLC - "Just The Facts"

Financial Summary

Fiscal Year End	Sales (in Millions)
2006	$ 3,415 (e)
2005	$ 3,647 (e)
2004	$ 4,459 (e)

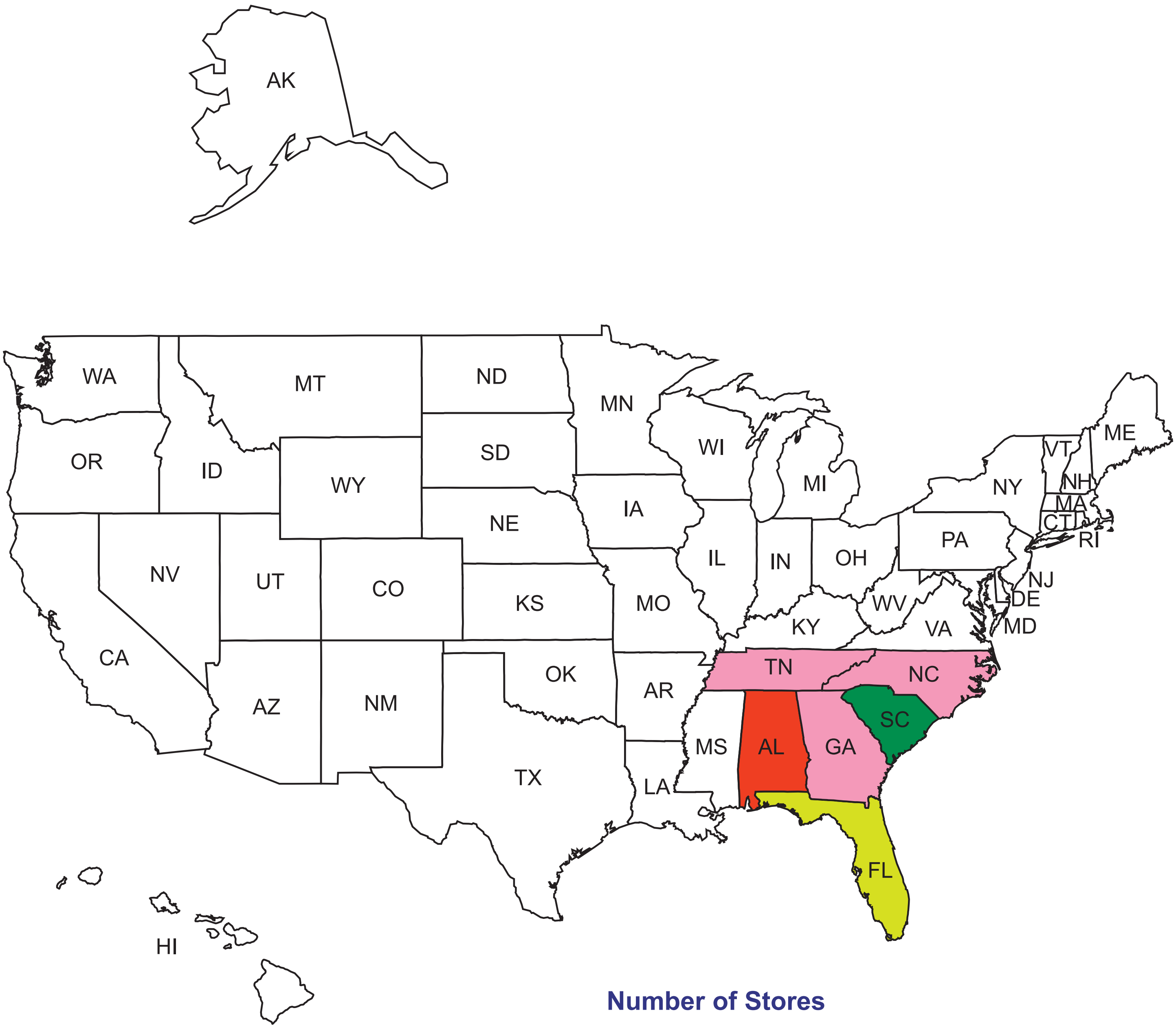


Public company: No

Note: *Annual sales estimates for private companies come from the exclusive Trade Dimensions Retail Site Database, which consists of more than 375,000 records covering all major retail classes. Estimated sales are indicated by an (e).*

Store Count

BI-LO, LLC – State Density



Number of Stores

- 0 stores
- 1-10 stores
- 11-25 stores
- 26-50 stores
- 51-75 stores
- 76-100 stores
- 101-150 stores
- 151-200 stores
- 201-300 stores
- 301-500 stores
- 501+ stores

Store Count

Locations by State

	Category Killers	Cigarette Outlets	Conv. Stores	Fuel Centers	Liquor Stores	Mass Merch.	Pharmacy/ Drug Stores	Super-centers	Super-ettes	Super-markets	Warehouse Stores	Wholesale Clubs	Total Stores
AK													
AL										64			64
AR													
AZ													
CA													
CO													
CT													
DC													
DE													
FL										10			10
GA										28			28
HI													
IA													
ID													
IL													
IN													
KS													
KY													
LA													
MA													
MD													
ME													
MI													
MN													
MO													
MS													
MT													
NC										43			43
ND													
NE													
NH													
NJ													
NM													
NV													
NY													
OH													
OK													
OR													
PA													
RI													
SC										134			134
SD													
TN										27			27
TX													
UT													
VA													
VT													
WA													
WI													
WV													
WY													
Canada													
										306			*306*

Operations Hierarchy Report – BI-LO, LLC

Level 2 Account Name Level 3 Account Name Level 4 Account Name Level 5 Account Name	Location	Number Stores Reporting
Lone Star Funds	**Dallas, TX**	
BI-LO Inc	Greenville, SC	306

Strategic Brief

The Basics

BI-LO grew rapidly from its 1961 founding in South Carolina through 1977, when the chain – which had expanded to 96 stores in the Carolinas and Georgia – was acquired by Ahold. The BI-LO acquisition provided the Dutch company with its entry into the United States. Under Ahold, BI-LO continued to grow during the 1980s and 1990s through acquisitions (including 21 stores in the Charlotte and Charleston markets from Kroger in 1989 and 54 Red Food Stores in Tennessee and Georgia in 1994) and new store development.

As part of a general shift in Ahold's strategy, it completed the sale of BI-LO, along with Birmingham, AL-based Bruno's (which had been acquired by Ahold in 2001), in January 2005. The two chains – which together became known as BI-LO, LLC – totaled 455 stores and collectively employed approximately 34,500 associates.

A period of restructuring followed the sale, with BI-LO selling more than 100 stores (most of which became Southern Family Markets) and exiting areas where it did not have a significant presence in order to refocus on its core markets.

Today, BI-LO, LLC is owned by Dallas, TX-based private investment company Lone Star Funds and operates more than 300+ stores in South Carolina, North Carolina, Georgia, Alabama, Florida and Tennessee. At the moment, the company employs approximately 23,500 associates and operates approximately 200 conventional supermarkets and more than 100 super stores under the names BI-LO and Super BI-LO (Alabama, Georgia, North Carolina, South Carolina and Tennessee), Bruno's (Alabama, Florida), Food World (Alabama, Florida) and Foodmax (Alabama).

In March 2007, Lone Star Funds announced plans to once again separate the two chains by spinning off Bruno's into a separate corporate identity with 23 Bruno's, 42 Food World and two Foodmax stores in Alabama and Florida. Seven unprofitable Food World and Foodmax stores were slated to close on April 7. Bruno's will return to its Birmingham, AL headquarters with BI-LO providing transition support for IT, accounting and merchandising until other support services are established.

The company placed 34th in Supermarket News' 2007 list of the "Top 75 North American Food Retailers."

Some of the stores feature full-service banks, in-store pharmacies, Wellspot Health & Wellness Centers and coffee kiosks.

Technology

In February 2005, BI-LO licensed the QUICKcheck Java-based self-checkout software platform. BI-LO was one of the first major retailers to install a third-party application into a pre-existing self-checkout environment. The purchase allowed BI-LO to reduce costs by continuing to use the same hardware while eliminating reliance on the hardware manufacturer.

Customers also have a biometic payment option at BI-LO. The company began utilizing BioPay, LLC's Paycheck Secure authentication system for payroll-check cashing in Fall 2003. Within six months, nearly 40,000 BI-LO shoppers had signed up for the system and BI-LO's payroll-check fraud losses decreased by 60 percent. According to BioPay, a paper check transaction costs merchants an average of 35 cents, while a BioPay transaction ranges from 15 to 30 cents, depending on volume and average ticket size.

BI-LO offers printable coupons on its website, generated by The SmartSource Online Savings Network. An average of $40 in savings per week is available on the site, with shoppers choosing from a wide variety of brand-name products. BI-LO began offering the online coupon service on its website in September 2004.

The company implemented SoftGrocer and ChainTrack.HQ price and item management software from SofTechnics in July 2006. The versatile Softgrocer application allows data to reside either in each store on the ISP or in a centralized location, such as a regional or corporate data center. ChainTrack.HQ – which supports standard client/server or web-based deployment – integrates item management, invoice auditing, ad planning, data warehousing and the store ISP.

Strategic Brief

While many retailers have taken a wait-and-see approach to RFID, BI-LO employs the technology to some extent in all of its stores. Following a pilot test in Summer 2005, BI-LO rolled out the system chainwide in 2006. The company's DVD rental kiosks, operated by DVDXpress, utilize doughnut-shaped stickers with an RFID antenna placed on the center circle of discs. A scanner in the kiosk tracks which movies are rented and when they are returned. (DVDs are not tracked outside of the store.)

BI-LO's website incorporates online shopping and allows customers who have a BI-LO Bonuscard to receive free product samples. Recent offerings have included Bigelow tea and Sunsilk hair products.

Advertising/Marketing/Branding

BI-LO signed industry consultants Karabus Management and Willard Bishop to a new "value proposition" in February 2007 as part of a strategic plan that was implemented two years ago. Thus far, the program has included new information system technology, a reorganization of the back office, the outsourcing of distribution and the investment of major capital in the company's core markets. BI-LO is working with Karabus (which is known for its merchandise optimization practice and has previously worked with Big Y, A&P and Sobeys) and Bishop to improve processes, reduce costs, strengthen promotional offerings, improve the return on store assets and build a sustainable competitive advantage. Or as President and CEO Brian Hotarek says, "we want to win the hearts and minds of our customers."

Private-label branding is a key area of growth for the BI-LO organization. The company's brands currently include Southern Home (originally Bruno's Southern Home, Southern Home replaced the phased-out former Bi-Lo brand), Topcare health & beauty products, Southern Hearth Bakery, Full Circle organics, Walter's and Finast.

BI-LO still uses the Finast brand, a legacy of the former First National chain of supermarkets that was absorbed into Ahold USA's Edwards chain (then, a sister company of BI-LO) in the mid-1990s. Ahold continued to use the Finast label in several of its chains for a number of years after the Finast operating name had disappeared from the storefronts.

Walter's – BI-LO's fresh produce brand – has been a particulary-strong growth engine for the company's private labels. The initiative has been paired with the company's community outreach program with the introduction of characters based on produce items called Walter's Pals. Actors dressed as Walter's Pals go into schools to encourage children to eat healthy.

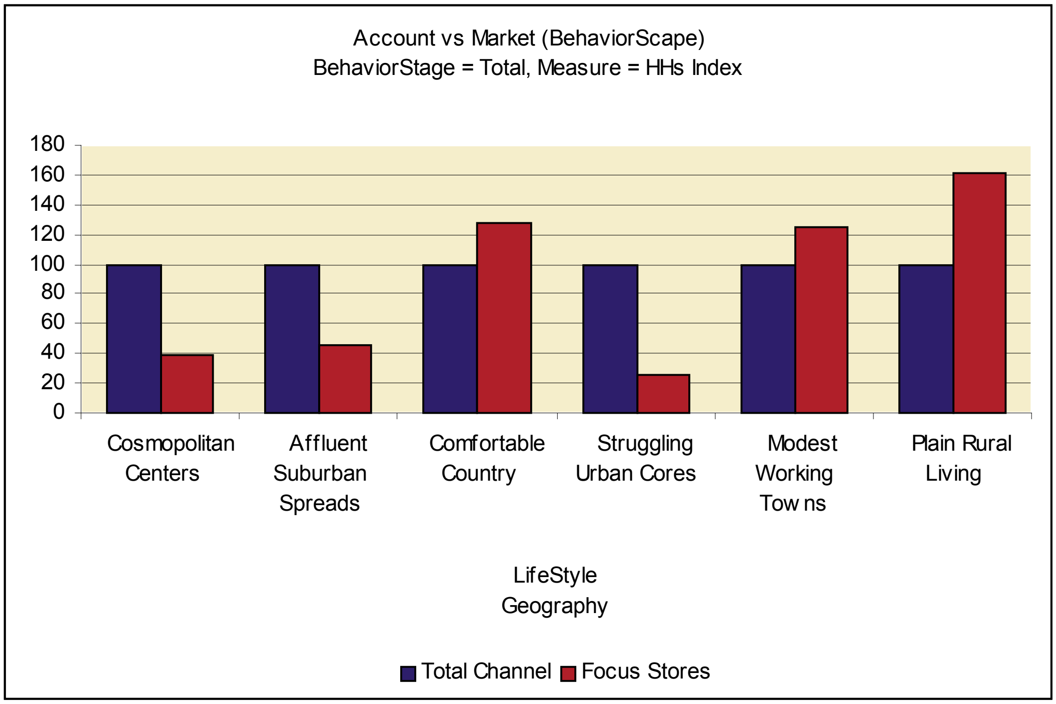
Other community outreach initiatives include a partnership with Habitat for Humanity and the annual BI-LO Charity Classic, which was first held in 1984. The golf tournament has raised more than $28 million since its inception, including a record $4.5 million in 2005. The money is donated to 500+ non-profit organizations (dedicated to hunger relief, educational opportunities and the health and well-being of children) in North Carolina, South Carolina, Georgia and Tennessee.

BI-LO's Bonuscard loyalty program – which was started in January 1997 – offers additional savings, sweepstakes and reward programs, as well as bonuses such as ordering free product samples online and discounted ticket sales for local events. The company also participates in the Upromise college savings program, which allows customers with loyalty cards to open a tax-free 529 college savings plan and earn one to five percent back of the purchase price of certain products and brands.

Strategic Brief

Consumers

A large percentage of BI-LO's sales are generated by consumers from the Plain Rural Living consumer group, as shown by the Account Shopper Profile provided by Homescan & Spectra. Plain Rural Living shoppers actually exceed the total channel's index for that consumer group by more than 60 percent. Comfortable Country and Modest Working Towns shoppers also contribute sizable portions of the company's sales dollar, with indexes of approximately 130 each.



Note: *Account Shopper profile courtesy of Homescan & Spectra. For a definition of the LifeStyle stages, see the Glossary of Terms on page 26. The Estimated ACV Index represents the percentage of estimated ACV that consumers from a particular segment contribute to the account vs. the total channel. The Total Channel ACV Index will always be 100 percent.*

Strategic Brief

Competition

By far, Wal-Mart offers the biggest threat to BI-LO's sales dollars, representing more than twice the risk of number two competitor, Delhaize America (which operates competing stores under the Food Lion, Harvey's, Kash n' Karry, Sweetbay and Bloom banners); more than five times the risk of number four competitor Ingles Markets and nearly 11 times the risk of numbers nine and 10, Pantry, Inc. and The Kroger Co.

According to Homescan & Spectra, seven of BI-LO's top 10 competitors are supermarket retailers, but significant threats are posed from retailers in other channels, including a mass merchandiser, a drugstore chain and a convenience store operator.

	Account Interaction	Retail Channel Classification	Trade Dimensions Top Competitor Index
1	Wal Mart Stores/HQ / Bentonville AR	Mass Merchandiser	10.8
2	Delhaize America Inc / Salisbury NC	Grocery	4.7
3	Publix Super Mkts Inc/HQ / Lakeland FL	Grocery	2.6
4	Ingles Markets Inc / Black Mountain NC	Grocery	2.1
5	Winn-Dixie Stores Inc/HQ / Jacksonville FL	Grocery	1.9
6	CVS Corp / Woonsocket RI	Chain Drug	1.6
7	Ruddick Corp / Charlotte NC	Grocery	1.4
8	Piggly Wiggly Carolina Co Inc / Charleston SC	Grocery	1.3
9	Pantry Inc/HQ / Sanford NC	Convenience	1.0
10	Kroger Co/HQ / Cincinnati OH	Grocery	1.0

Note: *Top Competitor Index is based on Spectra's assessment of retail competition, Dollars at Risk. Dollars at Risk represents the amount of an account's sales that is threatened by another retailer and is based on a variety of factors including common merchandise lines and concentration/ proximity of competitor stores. Using these Dollars at Risk, the Trade Dimensions TCI then ranks and quantifies the degree and distribution of threat the account faces from its top competitors. Top Ten Competitors as of October 2006.*

Supplying BI-LO, LLC

BI-LO, LLC provides vendor information and forms online at http://www.bi-lo.com/Vendor. Vendor inquiries may be directed to BI-LO, LLC, PO Box 99, Mauldin, SC 29662, (800) 862-9293.

TRMs (Three Recent Milestones)

BI-LO, Inc. and Bruno's Supermarkets, Inc. were sold by Ahold USA to Dallas-based investment firm Lone Star Funds in January 2005. The two companies were combined into a single entity known as BI-LO, LLC with stores in South Carolina, North Carolina, Georgia, Alabama, Florida and Tennessee, though current owner Lone Star Funds announced plans in March 2007 to spin the Bruno's stores off into a separate corporate entity.

The company debuted its new proprietary coffeehouse concept, J.J. Poloi's, in Fall 2006. The concept – which will sell coffee from Columbus, OH-based specialty roaster CrimsonCup, along with a mix of baked goods similar to Starbucks and other upscale coffeehouses – replaced Starbucks, which operated coffee kiosks in a number of BI-LO locations. BI-LO intends to develop a mascot character under the J.J. Poloi name.

BI-LO pulled out of the Murfreesboro, TN market in late 2006. The company closed two locations in December 2006. Both were sold to Publix Super Markets, which remodeled the stores and scheduled re-openings in February 2007.

Strategic Brief

News To Use

Lone Star Funds Reorganizes Ownership of BI-LO and Bruno's Supermarkets (BI-LO, LLC press release, 03.20.07)
http://biz.yahoo.com/prnews/070320/cltu217.html?.v=5

The facts: Lone Star Funds will spin off Bruno's Supermarkets from BI-LO, LLC and move the chain back to its former Birmingham, AL headquarters. Bruno's will be responsible for 67 stores, including 23 Bruno's, 42 Food World and two Food Max locations, leaving BI-LO with 230+ units.

BI-LO Names Brian Hotarek President and Chief Executive Officer (BI-LO, LLC press release, 01.30.07)
http://www.bi-lo.com/Learn/pressrelease.cfm?pressID=196&preview=y

The facts: BI-LO named Brian Hotarek, a veteran of BI-LO's former parent compant Ahold, president and CEO following the retirement of Dean Cohagen. Hotarek, who has served on BI-LO's board of directors since July 2006, worked for Ahold and its Stop & Shop division from 1985 to 2006 in a variety of roles, culminating in his most recent assignment as Ahold USA Retail's CFO.

BI-LO Stores Save Customers Money on Ink and Toner Cartridges (BI-LO, LLC press release, 01.09.07)
http://www.BI-LO.com/Learn/pressrelease.cfm?pressID=192&preview=y

The facts: BI-LO partnered with Indianapolis-based Cartridge City to offer recycled ink cartridges and toner refills chainwide after a successful test in 22 Chattanooga-area stores.

Matthews Lands First Super BI-LO in NC (Charlotte Observer, 10.16.06)
http://www.topix.net/content/kri/3156511751260107426220674966570727039048

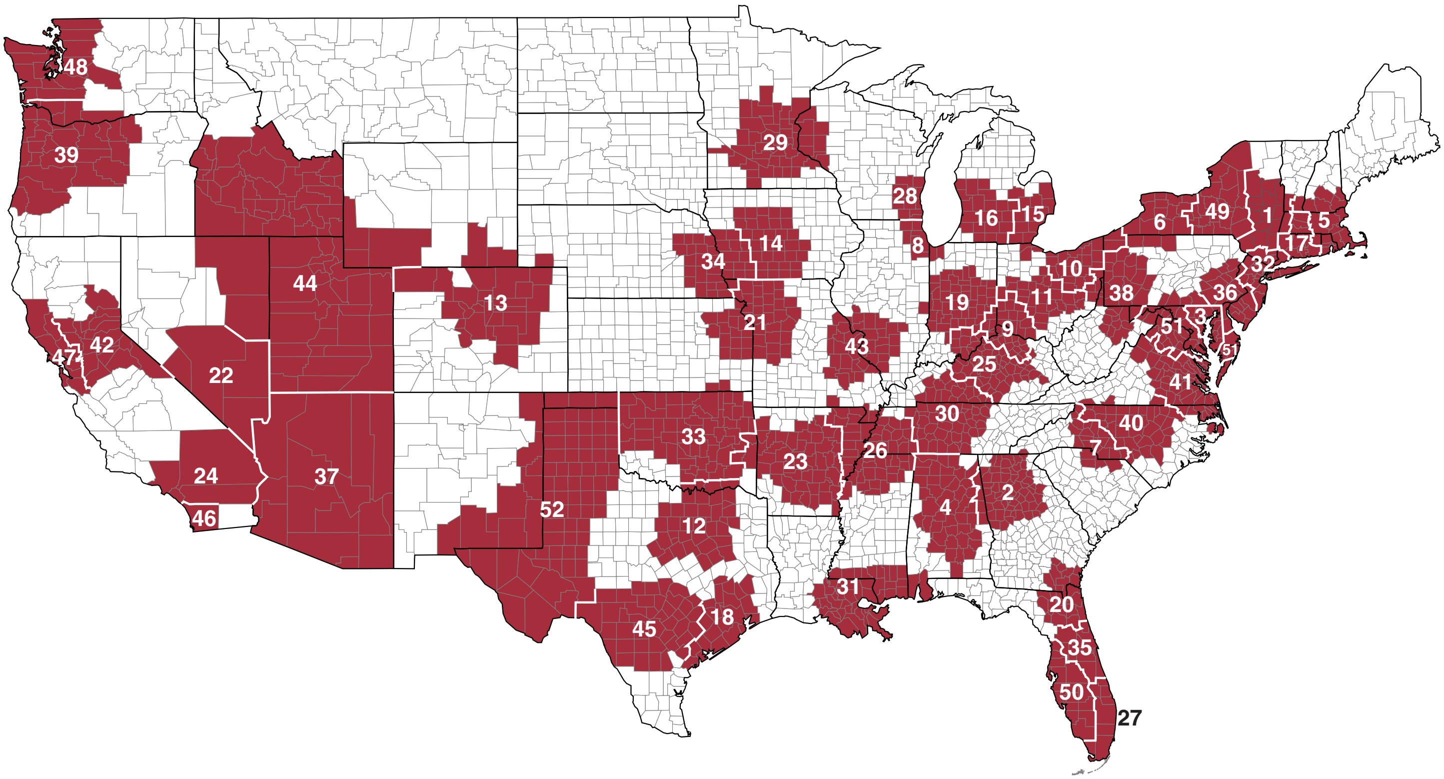
The facts: A 57,000 sq. ft. Super BI-LO will be part of the McKee Farms retail center under development by Aston Properties in Charlotte, NC. The supermarket is expected to open by Thanksgiving 2007.

BI-LO's $75 million Upstate Capital Plan Unveiled (BI-LO, LLC press release, 08.18.06)
http://www.swampfox.ws/BI-LOs-75-million-upstate-capital-plan-unveiled/

The facts: BI-LO, LLC plans to invest more than $75 million in upstate South Carolina in 2007 and 2008. The investment will include new superstore constructions, the expansion of existing stores to the Super BI-LO format, several relocations and the remodeling of others.

Supermarket Market Share

52 ACNielsen SCANTRACK® Markets

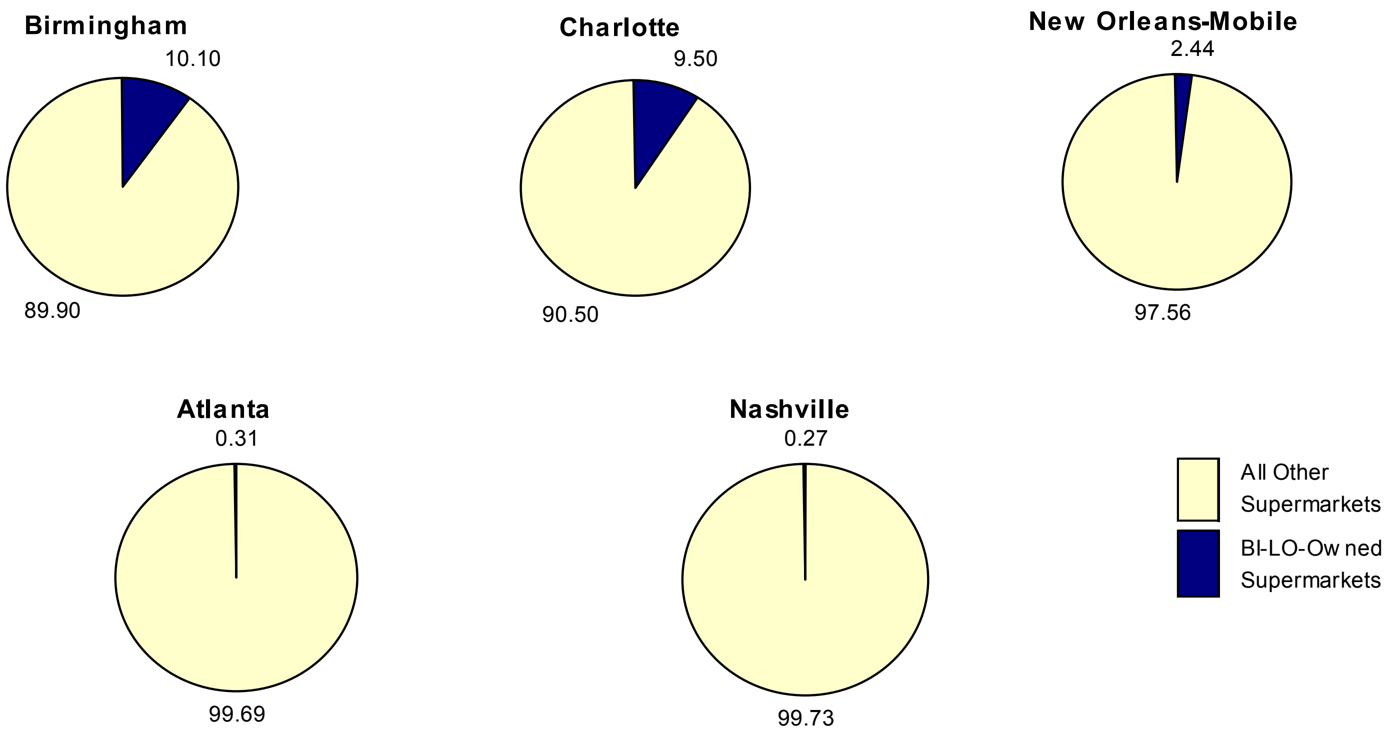


1. Albany
2. Atlanta
3. Baltimore
4. Birmingham
5. Boston
6. Buffalo-Rochester
7. Charlotte
8. Chicago
9. Cincinnati
10. Cleveland
11. Columbus
12. Dallas
13. Denver
14. Des Moines
15. Detroit
16. Grand Rapids
17. Hartford-New Haven
18. Houston
19. Indianapolis
20. Jacksonville
21. Kansas City
22. Las Vegas
23. Little Rock
24. Los Angeles
25. Louisville
26. Memphis
27. Miami
28. Milwaukee
29. Minneapolis
30. Nashville
31. New Orleans-Mobile
32. New York
33. Oklahoma City-Tulsa
34. Omaha
35. Orlando
36. Philadelphia
37. Phoenix
38. Pittsburgh
39. Portland, OR
40. Raleigh-Durham
41. Richmond-Norfolk
42. Sacramento
43. St. Louis
44. Salt Lake City-Boise
45. San Antonio
46. San Diego
47. San Francisco
48. Seattle
49. Syracuse
50. Tampa
51. Washington, DC
52. West Texas

Supermarket Market Share

BI-LO, LLC – Largest Markets by Percentage of Sales

Rank	Market Name	Market Share %
1	Birmingham	10.10
2	Charlotte	9.50
3	New Orleans-Mobile	2.44
4	Atlanta	0.31
5	Nashville	0.27



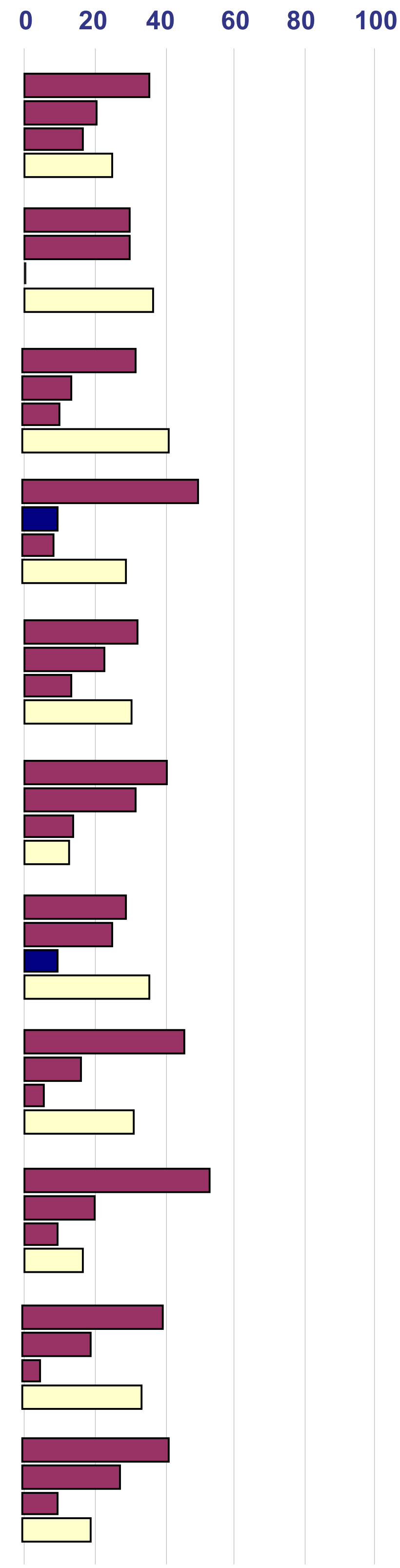
BI-LO, LLC – Largest Markets by Sales Volume

Market Name	Rank
Birmingham	1
Charlotte	2
New Orleans-Mobile	3
Atlanta	4
Nashville	5

Supermarket Market Share

Share by 52 ACNielsen SCANTRACK® Markets

Market Name	Company Name	# of Stores	Market Share (%)
Albany**	Golub Corp	49	36.32
	Delhaize America Inc	29	21.04
	Wal Mart Stores	11	17.24
	Other		25.40
Atlanta	Kroger Co	143	31.01
	Wal Mart Stores	73	30.97
	BI-LO, LLC*	5	0.31
	Other		37.71
Baltimore**	Ahold USA Inc	47	32.79
	Safeway Inc	29	14.22
	SuperValu Inc	33	10.84
	Other		42.15
Birmingham	Wal Mart Stores	57	50.77
	BI-LO, LLC	47	10.10
	Winn-Dixie Stores Inc	43	9.06
	Other		30.07
Boston**	Ahold USA Inc	141	32.41
	SuperValu Inc	143	23.04
	Demoulas/Market Basket	56	13.57
	Other		30.98
Buffalo-Rochester**	Wegmans Food Markets Inc	37	40.99
	Ahold USA Inc	63	31.94
	Wal Mart Stores	12	14.12
	Other		12.95
Charlotte	Wal Mart Stores	25	29.42
	Delhaize America Inc	140	25.33
	BI-LO, LLC*	42	9.50
	Other		35.75
Chicago**	SuperValu Inc	175	46.16
	Safeway Inc	97	16.53
	Strack & Van Til Supermarket	24	5.59
	Other		31.72
Cincinnati**	Kroger Co	105	53.10
	Wal Mart Stores	30	20.45
	Meijer	17	9.44
	Other		17.01
Cleveland**	Giant Eagle Inc	87	40.70
	Wal Mart Stores	26	19.94
	Fred W Albrecht Grocery Co	15	4.97
	Other		34.39
Columbus**	Kroger Co	82	42.28
	Wal Mart Stores	31	28.36
	Meijer	13	9.85
	Other		19.51

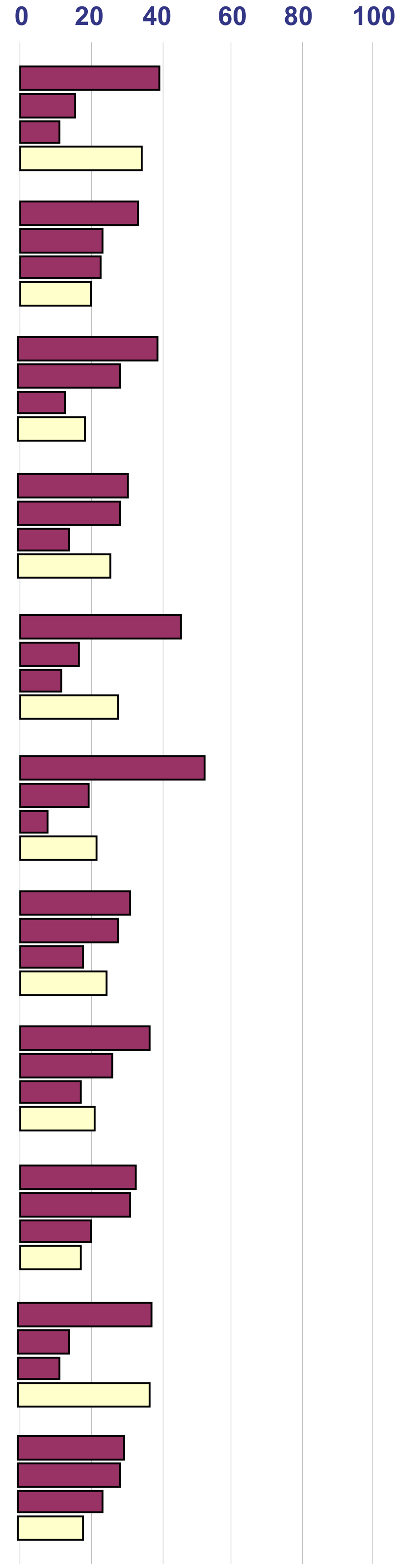


**BI-LO, LLC not among top three supermarkets in market.*
***BI-LO, LLC does not have supermarket share in market.*

Supermarket Market Share

Share by 52 ACNielsen SCANTRACK® Markets

Market Name	Company Name	# of Stores	Market Share (%)
Dallas**	Wal Mart Stores	105	39.36
	Kroger Co	85	15.38
	Albertsons LLC	78	10.85
	Other		34.41
Denver**	Kroger Co	113	33.44
	Wal Mart Stores	39	23.27
	Safeway Inc	111	22.94
	Other		20.35
Des Moines**	Hy Vee Food Stores Inc	43	39.35
	Wal Mart Stores	14	28.99
	Fareway Stores Inc	35	13.06
	Other		18.60
Detroit**	Kroger Co	123	31.14
	Meijer	47	28.73
	Great A & P Tea Co	66	14.33
	Other		25.80
Grand Rapids**	Meijer	40	44.79
	Wal Mart Stores	17	16.21
	Spartan Stores Inc	34	11.64
	Other		27.36
Hartford-New Haven**	Ahold USA Inc	73	51.56
	Big Y Foods Inc	40	19.45
	SuperValu Inc	25	7.54
	Other		21.45
Houston**	Wal Mart Stores	64	30.90
	Kroger Co	104	27.20
	H E Butt Grocery Co	61	17.54
	Other		24.36
Indianapolis**	Wal Mart Stores	43	36.53
	Kroger Co	84	25.66
	Marsh Supermarkets Inc	91	17.13
	Other		20.68
Jacksonville**	Publix Super Mkts Inc	60	32.16
	Wal Mart Stores	21	30.90
	Winn-Dixie Stores Inc	58	19.97
	Other		16.97
Kansas City**	Wal Mart Stores	39	37.54
	Hy Vee Food Stores Inc	30	14.13
	Balls Food Stores	30	11.46
	Other		36.87
Las Vegas**	Kroger Co	47	29.60
	Wal Mart Stores	22	28.73
	SuperValu Inc	43	23.50
	Other		18.17

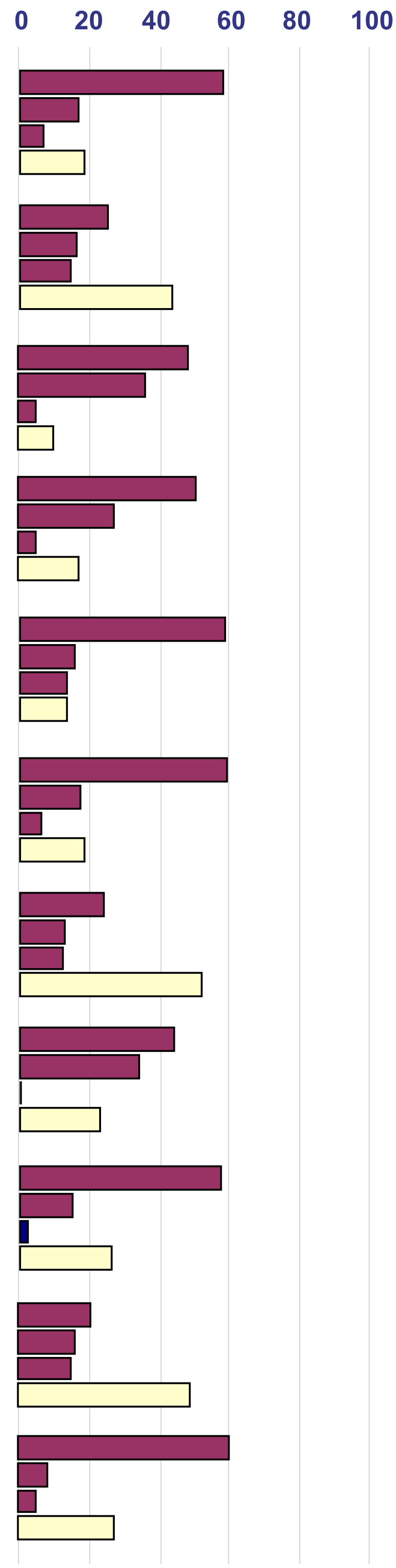


**BI-LO, LLC not among top three supermarkets in market.*
***BI-LO, LLC does not have supermarket share in market.*

Supermarket Market Share

Share by 52 ACNielsen SCANTRACK® Markets

Market Name	Company Name	# of Stores	Market Share (%)
Little Rock**	Wal Mart Stores	42	58.24
	Kroger Co	33	16.69
	Harps Food Stores Inc	31	6.82
	Other		18.25
Los Angeles**	Kroger Co	303	25.17
	SuperValu Inc	186	16.35
	Safeway Inc	163	14.78
	Other		43.70
Louisville**	Kroger Co	93	48.44
	Wal Mart Stores	38	36.30
	Meijer	8	5.02
	Other		10.24
Memphis**	Wal Mart Stores	50	50.40
	Kroger Co	53	27.23
	Schnuck Markets Inc	13	5.08
	Other		17.29
Miami**	Publix Super Mkts Inc	233	57.87
	Wal Mart Stores	23	15.35
	Winn-Dixie Stores Inc	113	13.32
	Other		13.46
Milwaukee**	Roundys Supermarkets Inc	72	58.68
	Wal Mart Stores	12	17.32
	SuperValu Inc	11	5.88
	Other		18.12
Minneapolis**	SuperValu Inc	40	23.59
	Wal Mart Stores	17	12.82
	Roundys Supermarkets Inc	31	12.12
	Other		51.47
Nashville	Wal Mart Stores	50	43.61
	Kroger Co	65	33.58
	BI-LO, LLC*	2	0.27
	Other		22.54
New Orleans-Mobile	Wal Mart Stores	64	56.91
	Winn-Dixie Stores Inc	76	14.80
	BI-LO, LLC*	14	2.44
	Other		25.85
New York**	Ahold USA Inc	146	20.66
	Great A & P Tea Co	202	16.11
	Pathmark Stores Inc	112	14.81
	Other		48.42
Oklahoma City-Tulsa**	Wal Mart Stores	68	59.84
	Albertsons LLC	26	8.17
	Assoc Wholesale Grocers Inc	37	5.15
	Other		26.84

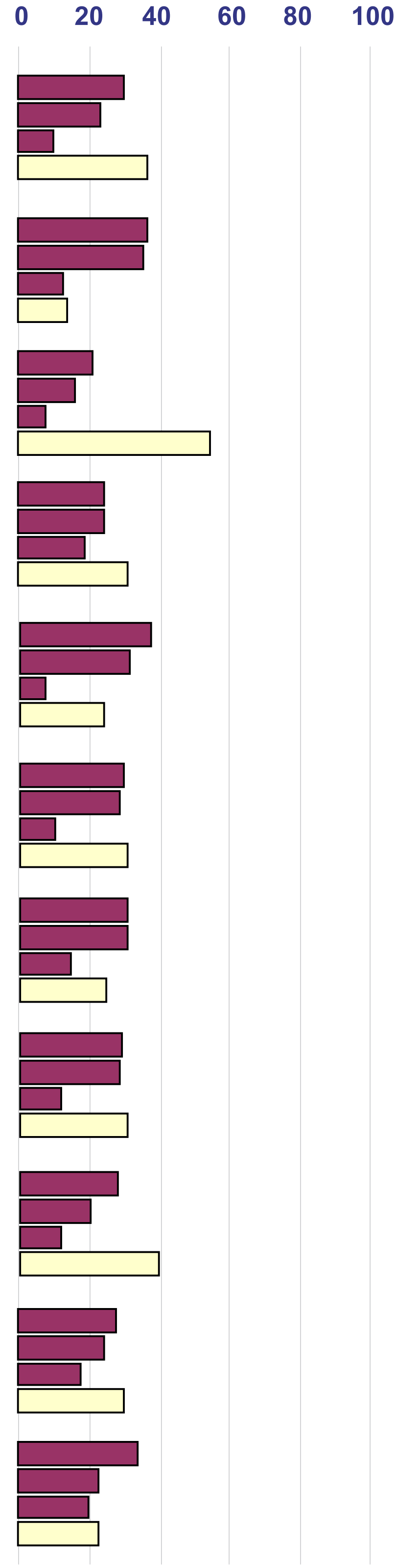


**BI-LO, LLC not among top three supermarkets in market.*
***BI-LO, LLC does not have supermarket share in market.*

Supermarket Market Share

Share by 52 ACNielsen SCANTRACK® Markets

Market Name	Company Name	# of Stores	Market Share (%)
Omaha**	Wal Mart Stores	16	30.06
	Hy Vee Food Stores Inc	30	23.33
	B & R Stores Inc	16	10.12
	Other		36.49
Orlando**	Publix Super Mkts Inc	131	36.96
	Wal Mart Stores	46	35.91
	Winn-Dixie Stores Inc	80	12.82
	Other		14.31
Philadelphia**	SuperValu Inc	144	21.44
	Ahold USA Inc	89	16.05
	Wal Mart Stores	17	7.69
	Other		54.82
Phoenix**	Kroger Co	120	24.90
	Wal Mart Stores	60	24.69
	Safeway Inc	113	19.03
	Other		31.38
Pittsburgh**	Wal Mart Stores	38	37.31
	Giant Eagle Inc	49	31.35
	Kroger Co	19	7.16
	Other		24.18
Portland, OR**	Kroger Co	59	29.87
	Safeway Inc	103	28.54
	SuperValu Inc	46	10.24
	Other		31.35
Raleigh-Durham**	Wal Mart Stores	46	30.56
	Delhaize America Inc	253	30.46
	Ruddick Corp	53	14.61
	Other		24.37
Richmond-Norfolk**	Wal Mart Stores	37	29.05
	Delhaize America Inc	204	28.71
	SuperValu Inc	50	11.49
	Other		30.75
Sacramento**	Raleys Supermarkets	64	28.17
	Safeway Inc	44	20.14
	Save Mart Supermarkets Inc	36	11.96
	Other		39.73
Saint Louis**	Schnuck Markets Inc	67	27.79
	Wal Mart Stores	29	24.43
	SuperValu Inc	43	17.77
	Other		30.01
Salt Lake City-Boise**	Wal Mart Stores	48	34.24
	Kroger Co	66	22.91
	SuperValu Inc	79	20.16
	Other		22.69



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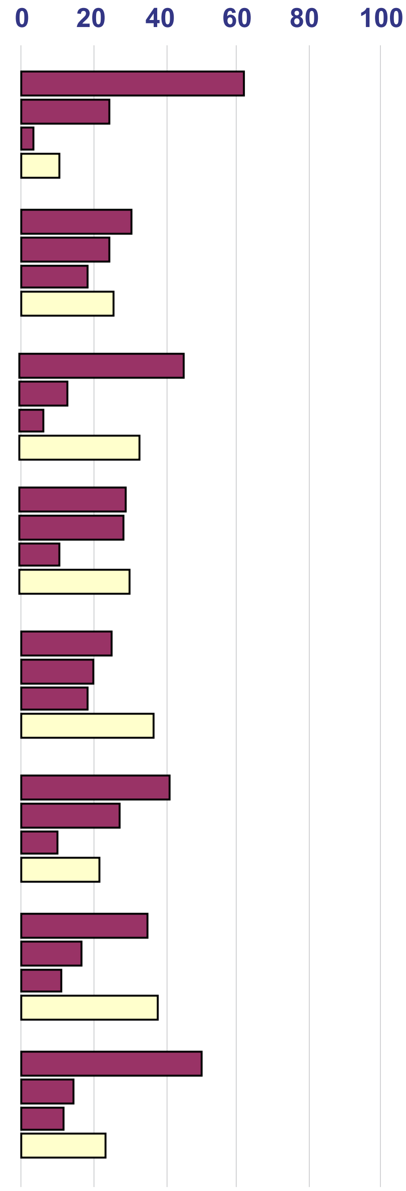
Supermarket Market Share

Share by 52 ACNielsen SCANTRACK® Markets

Market Name	Company Name	# of Stores	Market Share (%)
San Antonio**	H E Butt Grocery Co	112	61.86
	Wal Mart Stores	38	24.45
	Safeway Inc	14	3.13
	Other		10.56
San Diego**	Safeway Inc	57	30.90
	SuperValu Inc	54	24.68
	Kroger Co	39	18.59
	Other		25.83
San Francisco**	Safeway Inc	163	46.08
	Albertsons LLC	72	13.34
	Raleys Supermarkets	37	6.82
	Other		33.76
Seattle**	Safeway Inc	117	29.42
	Kroger Co	110	29.07
	SuperValu Inc	56	11.01
	Other		30.50
Syracuse**	Wal Mart Stores	15	25.11
	Wegmans Food Markets Inc	13	19.95
	Golub Corp	22	18.18
	Other		36.76
Tampa**	Publix Super Mkts Inc	205	40.86
	Wal Mart Stores	48	27.28
	Delhaize America Inc	102	9.96
	Other		21.90
Washington, DC**	Ahold USA Inc	166	34.87
	Safeway Inc	108	16.51
	Wal Mart Stores	24	11.07
	Other		37.55
West Texas**	Wal Mart Stores	37	50.12
	United Supermarkets Inc	32	14.71
	Albertsons LLC	26	11.69
	Other		23.48



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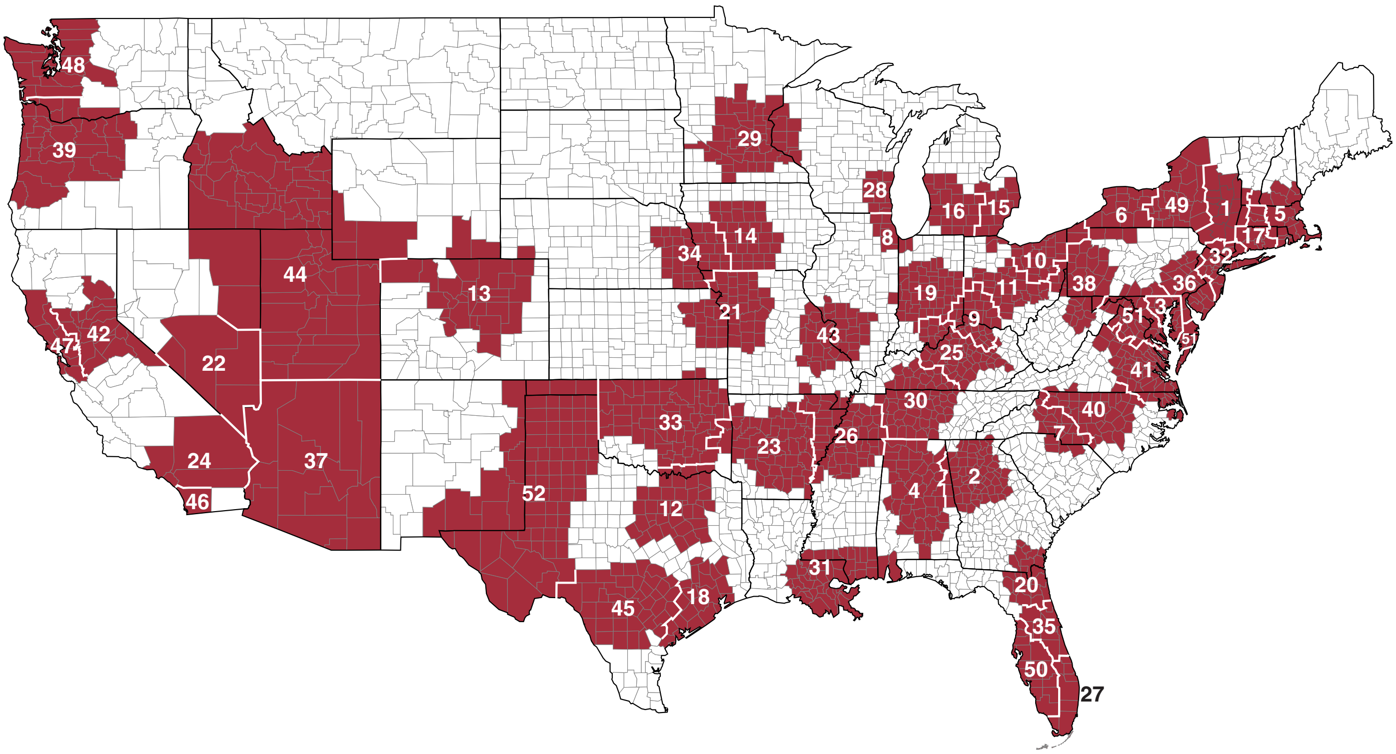
Supermarket Market Share

Store Count by Market as a Percentage of Total Stores



Map Reference	Market Name	No. of Stores in Market	Percentage of Total Stores in Market
1.	Albany	0	0.00
2.	Atlanta	5	1.63
3.	Baltimore	0	0.00
4.	Birmingham	47	15.36
5.	Boston	0	0.00
6.	Buffalo-Rochester	0	0.00
7.	Charlotte	42	13.73
8.	Chicago	0	0.00
9.	Cincinnati	0	0.00
10.	Cleveland	0	0.00
11.	Columbus	0	0.00
12.	Dallas	0	0.00
13.	Denver	0	0.00
14.	Des Moines	0	0.00
15.	Detroit	0	0.00
16.	Grand Rapids	0	0.00
17.	Hartford-New Haven	0	0.00
18.	Houston	0	0.00
19.	Indianapolis	0	0.00
20.	Jacksonville	0	0.00
21.	Kansas City	0	0.00
22.	Las Vegas	0	0.00
23.	Little Rock	0	0.00
24.	Los Angeles	0	0.00
25.	Louisville	0	0.00
26.	Memphis	0	0.00
27.	Miami	0	0.00
28.	Milwaukee	0	0.00
29.	Minneapolis	0	0.00
30.	Nashville	2	.65
31.	New Orleans-Mobile	14	4.58
32.	New York	0	0.00
33.	Oklahoma City-Tulsa	0	0.00
34.	Omaha	0	0.00
35.	Orlando	0	0.00
36.	Philadelphia	0	0.00
37.	Phoenix	0	0.00
38.	Pittsburgh	0	0.00
39.	Portland, OR	0	0.00
40.	Raleigh-Durham	0	0.00
41.	Richmond-Norfolk	0	0.00
42.	Sacramento	0	0.00
43.	Saint Louis	0	0.00
44.	Salt Lake City-Boise	0	0.00
45.	San Antonio	0	0.00
46.	San Diego	0	0.00
47.	San Francisco	0	0.00
48.	Seattle	0	0.00
49.	Syracuse	0	0.00
50.	Tampa	0	0.00
51.	Washington, DC	0	0.00
52.	West Texas	0	0.00

Sales Sheet

Buying committee location:
BI-LO, LLC
208 Bi-Lo Boulevard
Mauldin, SC 29607
Phone: (864) 234-1600
Fax: (864) 675-5443
Website: www.bi-lo.com
E-mail: bstubbs@bi-lo.com

Merchandise lines offered in stores:

	Carried	Bought (from this location)	Private label lines offered
Alcoholic drinks			
Audio equip., musical instruments & CDs			
Automotive fuels/Gasoline	•	•	
Automotive lubricants			
Automotive tires, parts, etc.			
Baked goods	•	•	•
Beer	•	•	
Books	•	•	
Candy	•	•	
Children's wear			
Cigars, cigarettes, tobacco & accessories			
Computer hardware, software & supplies			
Curtains, draperies, blinds, etc.			
Dairy	•	•	•
Flooring & floor coverings			
Floral	•	•	
Footwear			
Frozen foods	•	•	•
Furniture & sleep equipment			
General groceries	•	•	
Gourmet foods/Health foods	•	•	
Hardware, tools, plumbing & electrical equip.			
Jewelry			
Kitchenware & home furnishings	•	•	
Lawn, garden, farm equipment & supplies			
Luggage & leather goods			
Lumber, building materials & supplies			
Magazines & newspapers	•	•	
Major household appliances			
Meals, unpackaged snacks, sandwiches, etc.	•	•	
Meat	•	•	
Men's wear			
Office equipment & typewriters			

Sales Sheet

	Carried	Bought (from this location)	Private label lines offered
Optical goods			
OTC drugs, health aids & beauty aids	•	•	
Packaged liquor	•	•	
Paint, sundries, wallpaper & wallcoverings			
Paper & related products	•	•	•
Pets, pet foods & supplies			
Photographic equipment & supplies			
Prescriptions	•	•	
Produce	•	•	
School supplies			
Seafood	•	•	
Sewing, knitting & needlework goods			
Small electric appliances			
Soaps, detergents & household cleaners	•	•	
Sporting goods			
Stationery, office supplies, cards, souvenirs	•	•	
Telephones			
Toys/Hobby goods, craft supplies & games			
TVs, VCRs, DVD players, tapes, DVDs, etc.			
Video tape/DVD rental	•	•	
Wine	•	•	
Women's, juniors & misses wear			

Programs/services offered in stores:

Aisle markers
ATM machines
Check cashing
Coin kiosks
Credit cards accepted
Dollar aisles/sections
Electronic couponing
Electronic marketing
Frequent shopper/loyalty card
Full service banking
In-store health clinics
Lottery tickets/machines
Photo processing
Prescription pharmacy
Self-checkout lanes
Service deli
Service meat
Service seafood

Name of U.S. private label lines:

Bi-Lo, Finast, Sensational, Southern Home

Sales Sheet

Generic lines purchased: Yes

New items automatically distributed: Yes

Headquarters approval required to call on stores: Yes

Store managers authorized to purchase items not warehoused: No

Stores are RFID-ready: No

Suppliers required to be RFID-ready: No

Advertising media used:
card-based program, circulars, electronic coupons, radio, Sunday supplements, TV

Point-of-purchase materials used:
display bins, mobiles, over-wire banners, posters, pennants & streamers, price cards, shelf talkers, window signs

Key Personnel

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Mauldin, SC 29607
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Fax: (864) 675-5443
Website: www.bi-lo.com
E-mail: bstubbs@bi-lo.com

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CFO/Executive VP, Finance/Store Development: Brian Carney
Executive Vice President, Store Operations: John Symons
Executive Vice President, Marketing/Merchandising: Tye Anthony
Senior Vice President, Finance/Treasury: Ken Jones
Vice President/Corporate Controller: Phil Barker
Vice President, Category Management Support: John Gianakas
Vice President, Construction/Maintenance: Larry Zitzke
Vice President, Human Resources: Rusty Streetman
Vice President, IT: Carol DeWitt
Vice President, Marketing: Carol Browning
Vice President, Real Estate: Bart Coleman
Vice President, Sales Development: Mark Jerosko
Vice President, Strategic Initiatives: John Croft
Vice President, Bakery/Deli: Dave Dettelbach
Vice President, Floral/Produce Merchandising: Steve Mayer
Vice President, Meat/Seafood Merchandising: Michael Yakovsky
Vice President, Non-Food Merchandising: Anthea Jones
Regional Vice President: Sam Blaiss
Senior Dir., Benefits/Compensation/Human Resources: Jim Harpool
Senior Director, Diversity: Magaly Penn
Senior Director, Human Resources: Bill Stubbs
Director, Alternative Formats: Rich Ramey
Director, Card Marketing: Eric Verhoeven
Director, Corporate Communications: Joyce Smart
Director, Customer Service: Fred Shropshire
Director, DSD/Specialty Foods: Rob Mould
Director, Food Protection/Safety: Mark Van Ostenbridge
Director, Loss Prevention: James Wiles
Director, Maintenance: Dennis Gibson
Director, Price Management: Mart Orr
Director, Sales Planning: Mike Mannion
Director, Store Systems Support: Steve Methvin
Director, Bakery/Deli: Helen Ellis
Director, Dairy/Frozen/Grocery Merchandising: Mark Puhnaty
Director, Meat: Bill Head
Director, Produce: Doug Burris
District Managers: Clayton Bishop, Rodney Dillard, Bobby Hall, Scott Kelly, Mark Latka, Louis Mann, Daryl Massey, Ashley McCall, Calvin Rash, Allen Reavis, Gary Reece, Mike Reese, Rodney Thigpen, Rodney Towery, Ken Wicker, Tony Williams
Category Managers: James Castle, Terry Cerwick, Paul Crowson, Robert Denomme, Gary Haselwander, David Sluder, Thomas Vickery, James Weber, Tom Windham
Category Merchandiser: Marty Brown

Category Managers
Dairy: Lynn Patterson
Frozen: James Allen
Meat/Poultry: Stacy Couch

Glossary of Terms

LifeStyle Definitions

Cosmopolitan Centers
Walking through the noisy, vibrant neighborhoods of Cosmopolitan Centers, you'll find a variety of urban housing, from high rise apartments to smart townhouses. The population of Cosmopolitan Centers is a mix of various ethnic and racial groups. These residents are community activists, with high levels of involvement in civic and political organizations. Television can be a poor way of reaching this group as magazines, newspapers and the internet are more likely to guide their choices.

Affluent Suburban Spreads
Escaping some of the noise of the city, these residents live in affluent communities, ranging from outlying greenbelt suburbs to closer in swank townhouse areas. Affluent Suburban Spreads is by far the wealthiest of the LifeStyles, with median household incomes of $94,000 and occupations at the top of the ladder. These residents enjoy the good life and are very involved with homes, automobiles and the outward symbols of wealth.

Comfortable Country
Comfortable Country is located on the fringe of major metropolitan markets or in secondary cities. The residents tend to be interested in family, home, and outdoor activities such as fishing and power boating–activities that can be supported by their decent household incomes. Socially and politically conservative, they are below average readers of magazines.

Struggling Urban Cores
Setting these neighborhoods apart from the others is the presence of older, dense housing that has often fallen into decay. Many rely on public transportation as 30% of these households have no vehicles. Their low incomes and low levels of home ownership mean that the things that take the time of the more upscale LifeStyles– mortgage interest rates, kitchen renovations, etc.–are less relevant. They clearly understand issues around their health and diets, and are willing to try healthier alternatives, but often become involved with quick fixes or fads.

Modest Working Towns
Modest Working Towns are distinguished by a heavy presence of blue collar industries within small cities and metro fringes. With the neighborhoods around them aging and not much in the way of new development, these residents predominantly live in single family housing crowded onto small lots. The majority tend to be conservative with religion playing an important part in life. Television is the major form of entertainment.

Plain Rural Living
This LifeStyle takes in thousands of small towns and rural areas, scattered from the rural South throughout the Plains and into the West, with far and away the lowest population densities of any LifeStyle. They have a very high concentration of single family housing, with a hefty mix of mobile homes. Residents are socially and politically conservative with a strong focus on religion and family. They tend to be avid watchers of television, using it as their main source for information and advice.

Source: Spectra BehaviorScape Household Framework.

Glossary of Terms

Store Categories

Cash & Carry Warehouse Store
A grocery store with limited service that eliminates frills and concentrates on price appeal. Items are displayed for sale in their original shipping carton rather than placed individually on shelves. This type of store also sells bulk food and large size items.

Category Killer Trade Channel
The Category Killer Trade Channel includes large format (big box) retailers. The distinguishing characteristics are a narrow focus on a single or small group of related merchandise categories and a broad selection of goods at low margins. They are usually national chains, and may act as anchor stores in strip shopping centers. Includes stores in the following sub-categories: Auto aftermarket stores, book stores, computer stores, consumer electronics stores, craft/hobby stores, department stores, family apparel stores, home improvement stores, home/bed/bath stores, office supply stores, pet supply stores, sporting goods stores, toy stores.

Cigarette Outlet Trade Channel
Includes retail stores whose primary purpose is the sale of cigarettes, predominantly in carton units. Cigarette sales in these stores comprise far more than half of the total non-gas, non-lottery, all commodity sales of the store. In addition, other related products such as cigars, pipe tobacco and smokeless tobacco may be sold. A limited selection of convenience items may be offered for sale also, including candy, snacks, beverages and newspapers, however, the space devoted to the merchandising of these items constitutes a smaller proportion of the store selling area. Cigarette outlets frequently restrict admission to persons of legal age to purchase tobacco products.

Convenience Store
Includes small format stores, between 800 and 3,000 square feet and 500 and 1,500 SKUs, and meet the following criteria: the store must be operating at least 13 hours a day; and must carry a limited selection of grocery items including at least *two* of the following: toilet paper, soap, disposable diapers, pet foods, breakfast cereal, tuna fish, toothpaste, ketchup, and canned goods. This channel includes stores that may or may not sell gasoline and offer fast food services, and also includes gas station/kiosk, conventional and military sub-channels.

Conventional Drug Store
A conventional drug store is a retail store featuring prescription pharmacy items and HBC products.

Conventional Supermarket
A traditional full-line, self-service grocery store with annual sales volume of $2 million or more. This definition applies to individual stores regardless of total company size or sales, and therefore includes both chain and independent locations.

Dollar Store
A dollar store is one that focuses on fast turnover of inexpensive consumables including HBC, cleaning supplies, dry foods and candy, as well as toys, housewares, home decor, party goods, pet foods, stationery and school supplies. Most merchandise is priced below $10 with no merchandise over $20. The most common price point is $1.00. The typical size of a dollar store is between 3,000 and 10,000 square feet.

Gas Station/Kiosk
A Gas Station/Kiosk is a location that primarily sells gasoline, but may also offer a limited selection of confectionary, snacks, tobacco products, and beverages including beer, wine and liquor where allowed by law. It is less than 800 square feet and does not carry enough SKUs to qualify as a conventional, full-line convenience store. It can be corporately-owned, franchised or independently owned.

General Merchandise Store
A general merchandiser is a fast-turn, high volume mass merchandiser carrying a basic assortment of everyday general merchandise such as HBC, housewares, party goods and toys. The selection of goods frequently reflects promotional purchases or deals. The typical size of a general merchandise store is between 10,000 and 40,000 square feet.

Glossary of Terms

Limited Assortment Supermarket
Offers a limited selection of items in a reduced number of categories. These stores typically offer every day low pricing. The focus of the reduced selection may be natural products, gourmet quality or special pricing. The principal differentiation from a conventional supermarket is often in the reduced size and depth of produce and non-food categories such as health and beauty care (HBC), cleaning supplies, paper products and general merchandise products.

Liquor Store
Includes retailers that have beer, wine or liquor as their primary destination category, including outlets connected to a drug store or a supermarket that share a banner name but have a separate entrance just for the alcoholic beverages as required by local state law (e.g., Walgreen's Liquor, Albertson's Liquor). These liquor stores with separate entrances are counted as distinct locations from their counterpart in the other trade channel.

Mass Merchandiser
Mass merchandisers (also known as discount stores) offer competitively priced items, primarily apparel and home goods, in a departmentalized format. Mass merchandiser stores tend to range from 40,000 to 160,000 square feet in a single level structure.

Natural/Gourmet Foods Supermarket
A self-service grocery store primarily offering natural, organic, or gourmet foods. These stores will either focus product offerings around healthy living with fresh produce and natural products, or around gourmet food preparations with upscale oils, spices, cheeses, meats and produce. Natural/gourmet foods supermarkets typically have expanded fresh foods departments and/or prepared food selections. These supermarkets also typically have a limited, if any, health and beauty care and general merchandise selection. A natural/gourmet supermarket does not have over 50 percent of product offerings in one category, as is the case with traditional butcher shops, delis, produce stands, or nutritional supplement stores.

Rx Only & Small Independent Drug Store/Pharmacy
This sub-channel includes drug stores that derive less than 15 percent of their total revenue from the sale of items other than prescription drugs plus other independent drug stores whose total annual volume is less than $1 million.

Supercenter
A retail unit with a full-line supermarket and a full-line discount merchandiser under one roof; may have separate or combined checkouts.

Superette/Small Grocery
A grocery store with a sales volume ranging from $1 to $2 million annually. Typically superettes are independent, but many are affiliated with groups like IGA. Small grocery is defined as a grocery store with sales below $1 million annually. Also known as "Mom & Pop" stores.

Wholesale Club
The Wholesale Club Trade Channel includes membership club stores distributing packaged and bulk foods and general merchandise. They are characterized by high volume on a restricted line of popular merchandise in a no frills environment. The average club stocks approximately 4,000 SKUs, 40 percent of which are grocery items.

Who We Are

BI-LO, LLC Key Account Profile
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About The Nielsen Company – Trade Dimensions

Our in-depth experience, network of relationships and reputation for accuracy is the basis for this *Key Account Profile*. With more than 35 years of experience, Trade Dimensions has built a legacy of trust by delivering actionable retail intelligence and industry knowledge. Our directories and data services have long been recognized throughout the consumer packaged goods industry.

With an impeccable lineage as the former Progressive Grocer database, Trade Dimensions has been tracking the evolution of the supermarket industry for over 35 years. Two decades ago we began branching out into other retail classifications, and we have never looked back. Our Retail Site Database acts as the base template of store locations for Spectra's Consumer Targeting applications. Besides publishing directories (Marketing Guidebook, Directory of Convenience Stores®, High-Volume Retailers®, Market Scope®, Demographics USA® and Retail Tenant Directory®) and producing electronic directory systems for business information use, we also provide the most accurate retail site data available to many of the leading food and non-food manufacturers, investment firms and service suppliers in the U.S.

Trade Dimensions is part of The Nielsen Company. The Nielsen Company is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media information (Nielsen Media Research), business publications (Billboard, The Hollywood Reporter, Adweek) and trade shows. The privately-held company has more than 42,000 employees and is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA.

Note: The market share information contained in this publication provides an estimate of market conditions at a given moment in time. It is compiled or derived from publicly available reports and private sources. Information may vary from prior Trade Dimensions publications or from actual market figures due to changes in markets or retailer organizations or from differences in methodologies used to derive estimated values.

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Key Account Profiles

Please enjoy this complimentary Key Account Profile of BI-LO

Nielsen Trade Dimensions, a pioneer in the retail directory and database publishing business, is proud to announce the availability of Key Account Profiles for the country's top 40 chains. Key Account Profiles are updated *quarterly* and are packed with exclusive information and insights from Trade Dimensions and several other world-class companies in The Nielsen Company family.

Key Account Profiles are delivered electronically in Adobe Acrobat (PDF) format and presentation-ready Microsoft® PowerPoint® files.

Exclusive Insights & Extensive Research

No other research company can provide you with the insights into a key account's hierarchical structure, buying offices, merchandising strategy, consumer shopping behavior and more. Use these insights to keep your teams up-to-date on the accounts that mean the most to your bottom line. Armed with this detailed information, you'll evaluate your knowledge of account categories, grab more shelf space, and sell more units. Don't go into that next sales presentation with bad intelligence and a vague notion of what will impress. Have confidence in your message and your pitch with the latest Key Account Profile – delivered straight to your inbox from Trade Dimensions.

Every Key Account Profile is backed by Trade Dimensions' Retail Site Database, a one-of-a-kind repository tracking nearly 400,000 retail locations throughout the U.S. This database is continually updated with the latest openings, closings, mergers and other changes to present the most accuarate picture of the retail industry.

There's more to know about the key retailers and more to know about Key Account Profiles from Trade Dimensions.

Exclusive Features within Each Key Account Profile

- Exclusive editorial insights on the account's technology, advertising, branding and distribution strategies from the experts at Trade Dimensions
- Exclusive operations and supplier hierarchies from the TDLinx Channel Database
- Exclusive Account Shopper insights and a list of the top ten competitors by account from Nielsen Homescan & Spectra
- Color-coded market share charts for all 52 Nielsen SCANTRACK® markets
- Sales sheet with buying information, merchandise lines purchased lists of in-store programs/services, brands and types of private label offerings, and types of advertising and point-of-purchase merchandising materials utilized
- Locations of distribution centers and warehouses
- Key personnel by division, including buyers and category managers
- Color-coded state density map of locations by state

Top 40 U.S. Accounts Available Now!

- Ahold USA Inc.
- Albertsons LLC
- ALDI USA
- Alimentation Couche-Tard
- Big Lots
- BI-LO, LLC
- BJs Wholesale Club, Inc.
- BP
- Costco
- CVS Corporation
- Delhaize America
- Dollar General
- Dollar Tree
- Family Dollar
- Giant Eagle
- Great A & P
- H.E. Butt
- Hy-Vee
- The Kroger Co.
- Longs Drug
- Meijer, Inc..
- The Pantry
- Pathmark Stores
- Price Chopper
- Publix Super Markets
- Rite Aid Corp.
- Roundy's
- Safeway, Inc.
- Sears Holdings
- 7-Eleven, Inc.
- Speedway SuperAmerica
- Stater Bros.
- SUPERVALU
- Target Corp.
- Trader Joe's
- Walgreens
- Wal-Mart Stores, Inc.
- Wegman's
- Whole Foods
- Winn-Dixie

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