

focused on
giving

Our goal to “proudly serve our communities” extends beyond the workplace to the hundreds of charities across Canada supported by the management, franchisees and employees of Empire, Sobeys, ECL Properties and Empire Theatres at both a corporate and personal level, collectively contributing over \$13 million to our communities. In fact, we believe that this commitment to community is fundamental to sustaining our success and we encourage our employees to participate in enhancing the well being of the communities in which they live and work. Here are just a few examples of how we made a difference in 2008.

Helping the hungry

Most closely related to our core business are the hundreds of thousands of dollars raised every year to help feed those in need:

- ▶ Sobeys' stores in Atlantic Canada raised close to \$150,000 in food products for local food banks through Sobeys' 100th anniversary celebrity shopping sprees and holiday food drive.
- ▶ Sobeys, Foodland, IGA and Price Chopper stores in Ontario raised \$387,000 to feed hungry children through the Breakfast for Learning program.



Sobeys employees and customers across Canada support dozens of causes and raise hundreds of thousands of dollars every year to help eliminate hunger among children.

Foundation's Centre of Care Fund in its fight against breast cancer.

- ▶ Thrifty Foods' stores sold Jeans Day buttons to raise funds for the B.C. Children's Hospital, the only pediatric acute care hospital in B.C. By matching every dollar raised, the stores raised over \$32,000.

Supporting those who help others

Our charity extends to those organizations and events that raise funds for a multitude of charities and causes:

- ▶ Sobeys and Empire Theatres are national sponsors of Kids Help

Finding a cure

Our employees and stores support dozens of organizations seeking cures for diseases that plague our communities as well as the hospitals that care for the sick and injured:

- ▶ Sobeys' stores in Saskatchewan sold pink ribbons to raise \$63,000 to support the Saskatoon City Hospital

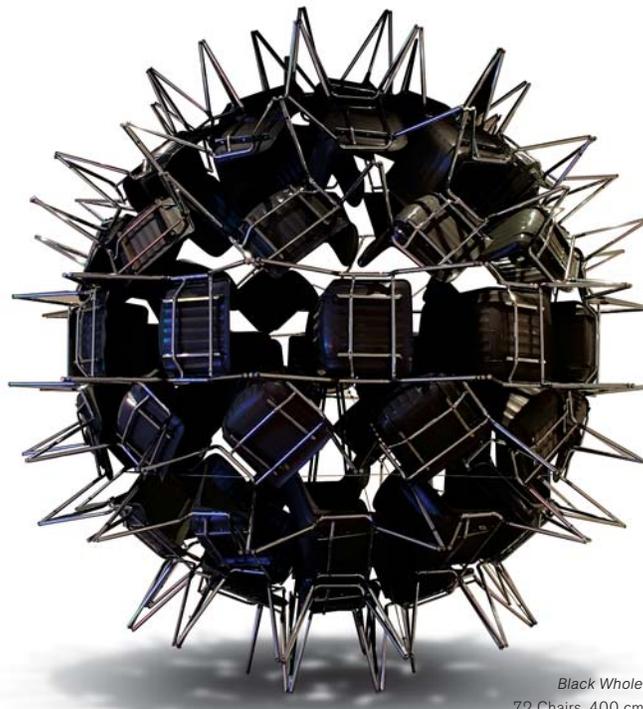
Phone. Sobeys stores across the Atlantic region raised \$34,000 in support of Kids Help Phone through a bonus AIR MILES[®] promotion. Empire Theatres launched its first annual National Movie Day in 42 locations across Canada raising over \$20,000 for Kids Help Phone.



Employees at the Caledon East Foodland in Ontario have reduced the use of plastic bags at their store by 65 percent in one year. The dramatic reduction in waste was achieved in part by the determination of employees as demonstrated by cashier Jessica Preston (pictured) and co-workers who were shocked at the number of plastic bags used on a typical Saturday. They created a sign that asked customers to think twice about using plastic bags and encouraged them to use Sobey's re-useable Green Bags for Life.

The 2007 Sobey Art Award recognized Michel de Broin for his passion for creating works that provoke debate and excite our senses – such as the piece shown at right.

Sobey Art Foundation Chair Donald Sobey and Jeffrey Spalding, former Director of the Art Gallery of Nova Scotia, present the \$50,000 2007 Sobey Art Award to Montreal artist Michel de Broin.



Black Whole Conference
72 Chairs, 400 cm in diameter

Creating a greener community

- ▶ On Earth Day, Sobeys Québec collected funds by donating 10 cents for each transaction for which shoppers used their reusable grocery bags and asking these customers to donate another 10 cents “for the Earth”.
- ▶ In an effort to reduce waste, over 100 Sobeys store and office employees in Pictou County, Nova Scotia participated in the 2008 *Go Green, Get Clean* campaign by collecting 2,000 kg of litter around their workplaces.

The Sobey Foundation

The generosity of the employees of Empire and its subsidiaries is amply supported by the Sobey Foundation, contributions from our operating companies, as well as the investments by individual members of the Sobey family. We are proud of our decades of commitment to enhancing the lives of Canadians.

Education

Education is a key focus of the Sobey family efforts. Several scholarships are dedicated to providing a brighter future for young people and their communities. Over the past two years the Sobey Foundation has also contributed to the capital campaigns at several Atlantic Canadian universities.

Arts and culture

The Sobey Art Award, created in 2002 by the Sobey Art Foundation, is designed to recognize and support contemporary Canadian artists under the age of 40. Michel de Broin of Québec was the 2007 winner of the \$50,000 Sobey Art Award presented in partnership with Scotiabank and the Art Gallery of Nova Scotia. The 25 artists selected to participate in the competition represented the remarkable breadth of talent in Canada. Each of these artists is a leader in their region and an ambassador for Canadian art on the international stage. For more information about the Sobey Art Award visit www.sobeyartaward.ca.

Healthcare

In fiscal 2008, Empire, Sobeys and the Sobey Foundation supported the David Foster Gala, an event that supports families and children with lifesaving organ transplants. Members of management at Empire and Sobeys volunteer their time to community-based groups such as the Aberdeen Hospital Foundation, the Dalhousie Medical Research Foundation and the Summer Street Industries Foundation.



Paul A. Jewer, Senior Vice President, Finance and Treasurer, Sobeys Inc., with Melanie Thomas, CA Program Analyst, Sobeys Inc.

focused on leadership

Top 40 under 40™ Paul A. Jewer, Senior Vice President, Finance and Treasurer at Sobeys, was recognized as one of Canada's Top 40 Under 40™ in May 2008. Founded in 1995 to celebrate Canada's leaders of today and tomorrow, this is a national program managed by The Caldwell Partners. Winners of the award must be under the age of 40 and have already achieved significant success – demonstrating vision, leadership and innovation – while making a meaningful contribution to their communities. A native of Grand Falls-Windsor, NL, Paul is a Chartered Accountant who graduated from Acadia University in 1994. He joined Sobeys in 2003 with a diverse background in accountancy and the software industry.

Sobeys to train CAs

The Institute of Chartered Accountants of Nova Scotia (ICANS) and Sobeys Inc. have established Nova Scotia's first Chartered Accountant Training Office in industry. Historically, CA students have been required to train in a public practice chartered accountancy firm or the Office of the Auditor General. Sobeys Inc. is the first industry organization in Nova Scotia – and one of a select group of leading corporations across Canada – to meet the strict criteria required to provide CA designation training. Melanie Thomas was one of the first students enrolled in this program.

The establishment of this innovative professional program at Sobeys is evidence of the Company's commitment to establishing the career paths of tomorrow's finance leaders while providing Sobeys with the opportunity to attract the best finance talent to the Company.

™ The Caldwell Partners