



NEWS RELEASE

Winn-Dixie Stores, Inc.

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For Immediate Release

NASDAQ: WINN

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**Winn-Dixie Announces Realignment of Merchandising and Marketing Functions;
Hires Dan Portnoy To Serve As Senior Vice President
and Chief Merchandising and Marketing Officer**

Jacksonville, Fla. – Winn-Dixie Stores, Inc. (NASDAQ: WINN) today announced the realignment of its merchandising and marketing departments and the addition of industry veteran Dan Portnoy as senior vice president and chief merchandising and marketing officer.

Portnoy, who is set to join the company in mid-July, will be responsible for leading the merchandising and marketing efforts of the 521-store chain which emerged from Chapter 11 bankruptcy protection late last year.

Portnoy most recently served as president and chief executive officer of Kings Super Markets in Parsippany, New Jersey. Prior to that, he was senior vice president of Cott Corporation, the world's largest retailer branded manufacturer. He has also held numerous executive level positions with companies such as Daymon Worldwide, American Stores, The Food Emporium and Great Atlantic & Pacific Tea Company.

“Dan brings with him more than 30 years of experience in the food industry on both the retail and manufacturing sides,” said Peter Lynch, president, CEO and chairman of the board for Winn-Dixie. “Aligning our merchandising and marketing departments under his leadership will allow us to strengthen both of those functions and provide the framework to build a stronger and more competitive company.”

A native of Boston, Portnoy received his M.B.A. in Marketing and Consumer Research from Bernard M. Baruch College, City University of New York, and holds a B.S. in finance from Babson College in Wellesley, Massachusetts.

Tom Robbins, who has served as Winn-Dixie's senior vice president of merchandising since 2005, will be retiring.

"As a member of our senior management team, Tom has helped to guide our Company through very difficult times and to lay the groundwork for returning Winn-Dixie to profitability," said Lynch. "The support that he provided to me personally during this time was invaluable and he will continue his support to Dan and all of us for the next couple of months as we transition his role."

Dave Henry will continue to serve as the senior vice president of marketing reporting directly to Portnoy.

Winn-Dixie Stores, Inc. is one of the nation's largest food retailers and currently operates 521 stores in Florida, Alabama, Louisiana, Georgia and Mississippi. Founded in 1925, the company is headquartered in Jacksonville, Florida. For more information, please visit www.winn-dixie.com.