



# RRD Awarded New Marketing Services Agreement with Sobeys

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*Strategic partnership will help centralize and streamline in-store marketing communications, drive cost savings, and improve customer experience and consistency across all Sobeys' banners*

CHICAGO--(BUSINESS WIRE)-- **R.R. Donnelley & Sons Company** (RRD) (NYSE:RRD), a leading global provider of multichannel solutions for marketing and business communications, today announced a major new agreement with Sobeys, one of Canada's largest retailers and a leading grocer. As one of only two national grocery retailers in Canada, Sobeys Inc. provides food shopping needs for Canadians with approximately 1,500 stores in all 10 provinces under retail banners that include Sobeys, Safeway, IGA, Foodland, FreshCo, Price Chopper, Thrifty Foods, and Lawtons Drugs, as well as more than 380 gas stations.

The agreement covers store marketing and décor signage print, including production, procurement, fulfillment, warehousing, logistics, and installation support for more than 1,200 Sobeys stores, and over 1,500 additional stores within Sobeys independent and wholesale operations. RRD's retail focus, broad production capabilities and marketing communications expertise will help Sobeys streamline in-store communication execution, drive integration and consistency within each banner and respond quickly and effectively to evolving market conditions.

"We are honored and delighted to partner with such a well known and respected Canadian food retailer," said Rael Fisher, President of RRD Canada. "Even though we are still in the early stages of our partnership with Sobeys, we have already hit the ground running, focused on driving immediate results while setting in motion the plans required to drive ongoing process improvement and marketing effectiveness."

"RRD's impressive production and fulfillment capabilities, retail marketing focus, and subject matter expertise made them a strong partner," stated Trinh Tham, Vice President, Integrated Marketing at Sobeys. "We look forward to broadening our relationship with RRD in the months and years to come."

"Retail has long been a key market for RRD, and is perfectly aligned to our offering of driving impactful consumer communications across multiple channels, including within the store environment," said Doug Ryan, President of RRD Marketing Solutions. "RRD's unmatched capabilities to execute large campaigns across thousands of locations while driving process efficiency and enhancing marketing effectiveness is highly valued by our retail clients. We look forward to working with Sobeys to deliver a world-class marketing execution program."

## About RRD

RRD is a leading global provider of multichannel business communications services and marketing solutions. With more than 50,000 customers and 43,000 employees across 34 countries, RRD offers the industry's most comprehensive offering of solutions designed to help companies—from Main Street to Wall Street—optimize customer engagement and streamline business operations across the complete customer journey. RRD offers a comprehensive portfolio of capabilities, experience and scale that enables organizations around the world to create, manage, deliver, and optimize their marketing and business communications strategies.

## About Sobeys Inc.

Proudly Canadian, with headquarters in Stellarton, Nova Scotia, Sobeys has been serving the food shopping needs

of Canadians since 1907. A wholly-owned subsidiary of Empire Company Limited (TSX: EMP.A), Sobeys owns or franchises approximately 1,500 stores in all 10 provinces under retail banners that include Sobeys, Safeway, IGA, Foodland, FreshCo, Thrifty Foods, and Lawton's Drug Stores as well as more than 350 retail fuel locations. Sobeys, its franchisees, and affiliates employ more than 120,000 people. More information on Sobeys Inc. can be found at [www.sobeyscorporate.com](http://www.sobeyscorporate.com).

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