



Rebuilding District "E" Together

Councilmember Cynthia

Willard -Lewis



Winn Dixie Returns To Eastern New Orleans With Unprecedented NASDAQ Stock Market Remote Opening Bell Ceremony

Dear Friends,

The time has finally arrived!!! New Orleans East will once again be home to one of our great grocery giants, Winn Dixie.

Last October, Winn Dixie CEO Peter Lynch made a commitment to the residents of eastern New Orleans, vowing to rebuild their store on Chef Menteur Hwy near Read Blvd better than it was before. I want each of you to know that Winn Dixie has done that and so much more.



The 50,709-square-foot New Orleans East location will showcase Winn-Dixie's latest design concepts including a warmer color palette, brighter lighting, wider aisles, self-check out lanes and the new Winn-Dixie logo on the store front.

Other special features include a stand-alone deli serving a variety of prepared meals; a bakery with muffin cart and bread warmer; a "wing bar" featuring a selection of flavored fried chicken wings; a fire-burning rotisserie; a salad bar; an olive cart; a hot food bar; expanded meat and produce departments and an expanded wine section with a selection of international cheeses nearby.

To celebrate this great event Winn Dixie will host an unprecedented NASDAQ Stock Market Remote Opening Bell Ceremony Thursday, September 27, 2007 at 8:30 A.M. This will be the first NASDAQ remote opening ceremony from a grocery store and the first ever in Louisiana. The ceremony will be broadcast live on the NASDAQ seven story high tower in Times Square and via satellite to national and international media. The event is open to the public.

I urge each of you to come out Thursday morning and show the world that we are back and open for business!!!!

See you there!!!

Sincerely,

Cynthia