



CONTROL NUMBER: XXXXXXXXXXXXXXXX

NAME

**IMPORTANT NOTICE REGARDING THE AVAILABILITY OF PROXY MATERIALS
FOR THE ANNUAL MEETING OF STOCKHOLDERS OF
PUBLIX SUPER MARKETS, INC. TO BE HELD ON APRIL 18, 2017 (NOTICE)**

2017 NOTICE OF ANNUAL MEETING OF STOCKHOLDERS

Date: April 18, 2017
Time: 9:30 a.m.
Location: Publix Corporate Office
3300 Publix Corporate Parkway
Lakeland, Florida 33811-3311

Proposals to be voted on at the meeting are listed below along with the recommendations of the Publix Super Markets, Inc. Board of Directors.

The Board of Directors recommends a vote FOR all the nominees listed below.

Hoyt R. Barnett	G. Thomas Hough	Randall T. Jones, Sr.
Jessica L. Blume	Charles H. Jenkins, Jr.	Stephen M. Knopik
William E. Crenshaw	Howard M. Jenkins	David P. Phillips
Jane B. Finley		

The Board of Directors recommends an advisory (non-binding) vote FOR approval of the compensation of the named executive officers and FOR THREE YEARS on the frequency of future advisory votes on the compensation of the named executive officers.

You are receiving this Notice that the proxy materials for the Annual Meeting of Stockholders of Publix Super Markets, Inc. are available on the Internet or by mail. **This is not a ballot. You cannot use this Notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet or by mail.** You may view the proxy materials online at corporate.publix.com/annualmeeting or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

**SEE THE REVERSE SIDE OF THIS NOTICE TO OBTAIN PROXY MATERIALS AND
VOTING INSTRUCTIONS**

March 9, 2017

BEFORE YOU VOTE HOW TO ACCESS THE PROXY MATERIALS

Proxy materials available to view or receive

2017 PROXY NOTICE AND PROXY STATEMENT
2016 ANNUAL REPORT ON FORM 10-K
2017 EMPLOYEE STOCK OWNERSHIP PLAN (ESOP) VOTING INSTRUCTION CARD
2017 ESOP NOTICE REGARDING THE AVAILABILITY OF PROXY MATERIALS

How to view online

View at corporate.publix.com/annualmeeting.

How to request and receive a paper or email copy

If you want to receive a paper or email copy of these documents, you must request them. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:

1. BY INTERNET: corporate.publix.com/annualmeeting
2. BY TELEPHONE: 1-800-741-4332, extension 52323
3. BY EMAIL: Corp_Stockholder_Services@publix.com

If requesting by email, please send an email requesting the proxy materials including the 14-digit Control Number (located on the front of this Notice).

Please make the request as instructed above on or before April 5, 2017 to ensure timely delivery.

HOW TO VOTE PLEASE CHOOSE ONE OF THE FOLLOWING VOTING METHODS

When you go online to view proxy materials, you also can access a 2017 ESOP Voting Instruction Card to vote by mail.

Step 1: Go to corporate.publix.com/annualmeeting and view the proxy materials.

Step 2: Follow the instructions on the screen to print a 2017 ESOP Voting Instruction Card.

Step 3: Complete the 2017 ESOP Voting Instruction Card and enter your name and the 14-digit Control Number from the front of this Notice. Then sign, date and mail it to the address on the 2017 ESOP Voting Instruction Card.

You also may request a paper copy of the proxy materials that will include a paper copy of the 2017 ESOP Voting Instruction Card, which you can use to vote by mail. Once you receive the materials, complete the 2017 ESOP Voting Instruction Card and enter your name and the 14-digit Control Number from the front of this Notice. Then sign, date and mail it to the address on the 2017 ESOP Voting Instruction Card.