



## Customers Can Earn up to \$40 during Food Lion's "March Into Savings" Promotion through March 27

February 28, 2018

*Shoppers Can Receive \$5 Digital MVP Rewards for Every \$25 They Spend on Participating Products*

### Public Company Information:

OTCQX: ADRNY

SALISBURY, N.C.--([BUSINESS WIRE](#))--Now through March 27, Food Lion customers have the opportunity to save up to \$40 during the grocer's "March Into Savings" promotion when they buy participating items using their personal MVP card. Customers may activate and track their progress on Food Lion's [website](#) or mobile app.

To participate, customers must:

1. Visit the Food Lion Mobile App or [www.foodlion.com](http://www.foodlion.com) and activate the March Into Savings offer to their MVP account by clicking on the "Activate and Track" button
2. Once the offer is activated, shop participating items and scan their personal MVP card at checkout

\$5 dollars in rewards are earned for every \$25 spent on participating items, up to \$40 in total rewards. Customers may access the personal rewards tracker on [www.foodlion.com](http://www.foodlion.com) or within Food Lion's mobile app to track progress and rewards achieved.

A list of participating items can be found online, via the mobile app as well as in an in-store booklet. For more information, visit [www.foodlion.com](http://www.foodlion.com).

Reward offers must be earned within the published promotional period and expire on the date stated in the offer details. Rewards will be automatically redeemed on the shopping trip after they are earned if the personal enrolled MVP card is scanned at checkout. Rewards can only be used at Food Lion, have no cash value and are not transferable. Rewards cannot be used toward the purchase of alcohol, tobacco, prescriptions, gift cards, stamps, services, including money orders, or lottery tickets and are not valid toward the purchase of dairy items in Tennessee, Pennsylvania or Virginia.

### About Food Lion

Food Lion, based in Salisbury, N.C., since 1957, has more than 1,000 stores in 10 Southeastern and Mid-Atlantic states and employs more than 63,000 associates. By leveraging its longstanding heritage of low prices and convenient locations, Food Lion is working to own the easiest full shop grocery experience in the Southeast, anchored by a strong commitment to affordability, freshness and the communities it serves. Through Food Lion Feeds, the company has committed to provide 500 million meals to individuals and families in need by the end of 2020. Food Lion is a company of Ahold Delhaize USA, the U.S. division of Zaandam-based Royal Ahold Delhaize Group. For more information, visit [www.foodlion.com](http://www.foodlion.com).

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