



Food Lion Offers 10 Percent Discount for Active and Retired Military Personnel on Veterans Day

November 9, 2017

Grocer to Donate \$650,000 to Hope For The Warriors® and 200 Backpacks to Nourish Jacksonville, N.C.-Based Military Families Nov. 9

Public Company Information:

OTCQX: ADRNY

SALISBURY, N.C.--([BUSINESS WIRE](#))--In honor of Veterans Day, Saturday, Nov. 11, Food Lion stores will offer a 10 percent discount to active and retired military personnel to show their support and appreciation for those who are serving or have served in the United States Armed Forces.

"At Food Lion, we consider our military and veteran customers our neighbors, friends and in many cases, our family," said Meg Ham, president of Food Lion. "It's an honor to be able to show our gratitude for the many sacrifices these men and women have made for our country by providing this discount to military and their families."

To receive the discount, active military, veterans and their families should present their MVP card, along with military identification, if available, at the time of checkout. Customers will then receive 10 percent off their entire grocery bill. This offer is valid on Saturday, Nov. 11, only. The discount does not apply to the purchase of alcohol, tobacco, gift cards, lottery, postage stamps or services.

Also in support of Veterans Day, Food Lion will make a \$650,000 donation to Hope For The Warriors, a national nonprofit dedicated to restoring a sense of self, family and hope for post 9/11 veterans, service members and military families. Additionally, in advance of the national holiday, on Nov. 9, local Food Lion associates will partner with the organization to participate in a service project in order to pack and donate 200 backpacks of food to Jacksonville, N.C.-based military families to help feed those in need this holiday season.

A longstanding supporter of its military associates and customers, Food Lion provides a number of support services to military associates, as well as adopts families of colleagues who have been called into active duty and helps to feed veterans in need through its Food Lion Feeds hunger-relief platform.

In 2010, due to the grocer's immense military support, Food Lion was honored with the Department of Defense's highest honor for employers, the Employer Support of the Guard and Reserves (ESGR) Freedom Award, for its programs and services for military associates.

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 Delhaize America, a U.S. division of Zaandam-based Royal Ahold Delhaize Group. For more information, visit www.foodlion.com.

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