



## Food Lion Announces 10 Percent MVP Discount for Active and Retired Military Personnel on Memorial Day

May 26, 2017 at 9:00 AM EDT

### Public Company Information: OTCQX: ADRNY

SALISBURY, N.C.--([BUSINESS WIRE](#))--In honor of Memorial Day, Monday, May 29, Food Lion stores will offer a 10 percent MVP 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.

Food Lion is offering this discount at all of its stores. To receive the discount, active military, veterans and their families should present their personal MVP card and military I.D. at checkout and request the discount. Customers will then receive 10 percent off their grocery bill.

"Food Lion is proud to show our gratitude to the men and women who serve our country and protect our freedoms every day," said Meg Ham, president of Food Lion. "It is an honor to thank them for their service to our country by providing this MVP discount to military and their families."

A longstanding supporter of its military associates and customers, Food Lion provides numerous employment benefits to military associates, adopts families of colleagues who have been called into active duty and helps feed veterans through our Food Lion Feeds hunger-relief platform. In 2010, because of the company's 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.

This offer is valid on Monday, May 29, 2017 only. The discount does not apply to the purchase of alcohol, tobacco, gift cards, lottery, postage stamps or services.

### 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](http://www.foodlion.com).



### Contact:

Food Lion  
Courtney James, 704-310-3768  
[courtney.james@foodlion.com](mailto:courtney.james@foodlion.com)

---

**"Food Lion is proud to show our gratitude to the men and women who serve our country and protect our freedoms every day"**

---