



Food Lion Provides Raleigh, N.C., Customers Personalized Savings With New MVP "Shop & Earn" Program

March 1, 2017 at 10:18 AM EST

CUSTOMERS CAN EARN MONTHLY MVP PROGRAM REWARDS IN ADDITION TO MVP SAVINGS AND COUPONS

Today, Food Lion has a new way for its customers to receive personalized savings through its MVP rewards program called "Shop & Earn." In an effort to continue to deliver on the grocer's promise to make shopping easy, fresh and affordable, the program is available to customers in the greater Raleigh, N.C., market and offers shoppers the ability to earn personalized savings each month on products and categories they shop the most at Food Lion.

"Through the Shop & Earn MVP Customer Rewards Program, we are offering our customers the opportunity to save even more in our stores," said Deborah Sabo, Vice President of Marketing at Food Lion. "The more our customers shop at Food Lion, the more they will save. We believe our customers will find tremendous value through these personalized offers based on their shopping behavior."

Shop & Earn is being rolled out to customers in the company's Raleigh, N.C., market only, but will be made available to all Food Lion stores in the near future. To enroll, customers can:

1. **Load:** Select and load personalized monthly offers to their MVP card at www.foodlion.com/shop&earn.
2. **Shop & Earn:** Shop their offers with their MVP card until they reach their goal. Progress can be tracked at www.foodlion.com/shop&earn. Rewards are instantly loaded to their MVP card.
3. **Redeem:** Rewards are automatically redeemed on their next shopping trip.

In addition, new offers will be made available the first of each month. Customers can begin earning rewards on the day an offer is loaded and they will have until the last day of the month to earn a reward offer. Earned rewards have until the end of the following month to be redeemed.

Shoppers can easily track their earnings progress on each offer online at www.foodlion.com/shop&earn or via our new Food Lion mobile app. In addition to viewing their personalized offers and rewards earnings, customers can save even more by also loading digital coupons to their MVP cards. For more information about Shop & Earn, visit www.foodlion.com/shop&earn.

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.

###

Contact:

Christy Phillips-Brown: 704-310-2221; cphillips-brown@foodlion.com or Courtney James: 704-310-3768; Courtney.james@foodlion.com

"The more our customers shop at Food Lion, the more they will save. We believe our customers will find tremendous value through these personalized offers based on their shopping behavior."
