



Food Lion Feeds Partners with Customers and Vendors to Nourish Local Families through "One Meal at a Time" Campaign

February 22, 2017 at 8:00 AM EST

Customers Will Save \$1 When They Purchase Five Participating Items through March 7

Public Company Information:

OTCBB: ADRNY

SALISBURY, N.C.--([BUSINESS WIRE](#))--Food Lion is partnering with its MVP customers and vendors to help solve hunger while offering customers the opportunity to save on their groceries through its Food Lion Feeds "One Meal at a Time" campaign, Feb. 22 through March 7.

During the campaign, when customers use their MVP card and purchase five participating items, they will save \$1 instantly while triggering a donation of 11 meals* to Feeding America® and their local food bank, helping to feed their neighbors in need.

Food Lion Feeds aims to help provide more than 3 million meals* through the "One Meal at a Time" campaign in partnership with Feeding America®, the nation's largest domestic hunger-relief charity, and its network of 30 local food banks in Food Lion's operating area. Feeding America and local food banks within Food Lion's market will benefit from this campaign.

Through Food Lion Feeds, Food Lion is working to create a better tomorrow by uniting with customers and partners to help eliminate the difficult choices many families are forced to make when they are struggling with hunger. Working toward its commitment to provide 500 million meals by the end of 2020, Food Lion Feeds has already donated more than 250 million meals through in-store campaigns, like "One Meal at a Time," its food rescue program as well as local donations and volunteerism.

To learn more about Food Lion Feeds or the "One Meal at a Time" campaign, visit www.foodlion.com/onemeal.

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.

**\$1 helps to provide 11 meals secured by Feeding America® on behalf of local member food banks. Food Lion guarantees a minimum donation of \$300,000 (monetary equivalent of 3.3 million meals) from February 22 – March 7, 2017. Meal claim valid as of 7/1/16.*



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