



Food Lion Offers Complimentary Movie Tickets* from Fandango during its “Hollywood Holidays” Gift with Purchase Promotion through Dec. 20, 2016

November 30, 2016

Now through Dec. 20, Food Lion is giving customers the opportunity to receive movie tickets from Fandango, the nation's leading digital destination for all things movies during its "Hollywood Holidays" promotion.

To participate, customers must:

- Purchase five participating items
- Scan their MVP card at checkout
- Receive a reward code via printout at the register
- Follow the instructions to activate the code and receive their movie ticket*, (up to a \$12 total value).

Participating items are clearly tagged on store shelves and can also be found on an in-store shopping list. The promotion is running at all participating Food Lion stores.

*Movie certificate is good towards one admission (up to \$12 total value) to see any movie at participating theaters in the U.S. Reward code void if not activated by 1/31/2017, and certificate void if not used within 1 month from the date of online code activation. Not for resale; void if sold or exchanged. Limit 2 certificates per person. Fandango Loyalty Solutions, LLC is not a sponsor or co-sponsor of this program. See www.foodlion.com/hollywoodholidays for full details. All rights reserved.

About Food Lion

Food Lion, based in Salisbury, N.C., since 1957, has nearly 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 Amsterdam-based Royal Ahold Delhaize Group. For more information, visit www.foodlion.com.

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