



Food Lion Feeds Launches Specially Marked Bagged Apples to Help Provide 1 Million Meals to Families in Need

September 15, 2016

For Every Bag Purchased In-Store Sept. 14 through Oct. 4, Grocer Will Donate Six Meals to Local Food Banks in Partnership with Feeding America®

Public Company Information:

OTCBB: ADRNY

SALISBURY, N.C.--(BUSINESS WIRE)--Food Lion is partnering with its customers to help solve hunger by launching specially marked Food Lion Feeds bagged apples for sale in its stores today. In its third year, the bagged apple campaign will help provide over 1 million meals to families facing hunger in local communities across the grocer's 10-state footprint.

With the sale of each bag through Oct. 4, or while supplies last, Food Lion Feeds will donate six meals to local food banks, in partnership with Feeding America®. The bags will maintain an MVP sale price of \$2.99 throughout the 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. The specially marked bagged apples are the second of three in-store Food Lion Feeds campaigns in 2016. Through the sale of special Food Lion Feeds reusable bags earlier this year, Food Lion Feeds was able to provide 1 million meals to local food banks in partnership with its customers. The specially marked apples are anticipated to provide over 1 million meals*.

The in-store campaigns support Food Lion Feeds work toward its goal of providing 500 million meals to families in need in its local communities by the end of 2020.

*\$1 helps provide 11 meals secured by Feeding America on behalf of local member food banks. \$0.55 (monetary equivalent of 6 meals) from each bag purchase will be donated to Feeding America and member food bank. Food Lion guarantees a minimum donation of \$100,000 (monetary equivalent of 1.1 million meals). For more information, visit www.foodlion.com/feeds.

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 65,000 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 (OTC: ADRNY). For more information, visit www.foodlion.com.

About Feeding America

Feeding America is the nationwide network of 200 food banks that leads the fight against hunger in the United States. Together, we provide food to more than 46 million people through 60,000 food pantries and meal programs in communities across America. Feeding America also supports programs that improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit www.feedingamerica.org, find us on [Facebook](#) or follow us on [Twitter](#).

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