



Food Lion Offers Customers a \$10 Digital Reward* with Qualifying Purchase during the "School of Champions" Promotion, July 27- August 16

July 27, 2016

Now through Aug. 16, customers who purchase 5 or more participating products in one transaction at Food Lion will receive a reward code at checkout valid for a \$10 Digital Reward through its School of Champions promotion.

To qualify, customers must purchase five participating items in one transaction using their MVP card to receive a reward code at the register. Next, they should visit www.foodlion.com/champions, enter the reward code, where they will receive a \$10 Digital Reward which can be used for a qualifying online digital purchase of music, apps, eBooks and movies.

Customers can receive up to 10 reward codes during the promotion, but must do so in 10 separate transactions.

*Limits and restrictions apply. For full details and a list of participating items, visit www.foodlion.com/champions.

About Food Lion

Food Lion, based in Salisbury, N.C., since 1957, has more than 1,100 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, the U.S. division of Brussels-based Delhaize Group. For more information, visit www.foodlion.com

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