



Food Lion® Combines Music and Grilling in "Sounds of Sizzle" Instant Win Game

May 25, 2016 at 10:00 AM EDT

Winners May Choose From 2,700 Prizes Including \$150 Ticketmaster Ticket Cash™, an Outdoor Grill or a \$100 Food Lion Gift Card*

Public Company Information:

NYSE: DEG

SALISBURY, N.C.--([BUSINESS WIRE](#))--Now through June 21, Food Lion is offering customers a chance to win \$150 Ticketmaster Ticket Cash, an Outdoor Grill or a \$100 Food Lion gift card through its "Sounds of Sizzle" instant win game.

To enter, customers must:

1. Purchase five participating items using their MVP card
2. Receive a game code at the register via a coupon printed at point of purchase
3. Visit www.foodlion.com/sizzle to enter that code
4. Choose which prize they want to play for and play the online game
5. Find out instantly if they're a winner

Customers can enter to win up to three times per day during the promotion period, but must do so in separate transactions or via the free, no purchase method of entry. A list of participating items can be found at www.foodlion.com/sizzle as well as an in-store booklet.

*One (1) Outdoor Grill Game Prize to be awarded in the form of one (1) \$250 gift card to a select Home Improvement store. Limit one (1) Ticketmaster Ticket Cash™ code Game Prize, one (1) Outdoor Grill Game Prize, and one (1) Food Lion Card Game Prize per winner during the Game Period, while supplies last.

NO PURCHASE NECESSARY. Get qualifying products, details, Official Rules and directions for NO PURCHASE ENTRY

at www.foodlion.com/sizzle. Open to legal U.S. residents of DE, GA, KY, MD, NC, PA, SC, TN, VA or WV, 18+. Void where prohibited by law. Begins at 12:00 PM PT on 5/25/16 and ends at 11:59 PM PT on 6/21/16. Sponsor is Food Lion, LLC, 2110 Executive Drive, Salisbury, NC 28147.

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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 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, the U.S. division of Brussels-based Delhaize Group. For more information, visit www.foodlion.com



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