



## Food Lion Feeds Helps Nourish Local Families Struggling with Hunger through "Make Every Basket Count" Campaign March 2-March 22

March 2, 2016

*21 Participating Customers Will Win Free Groceries for a Year*

### Public Company Information:

NYSE: DEG

SALISBURY, N.C.--([BUSINESS WIRE](#))--Food Lion is partnering with its MVP customers and vendors to help solve hunger while offering customers a chance to win free groceries through its Food Lion Feeds "Make Every Basket Count" campaign, March 2 through March 22.

During the campaign, customers must use their MVP card to purchase five participating items which will generate a code they can use to play a virtual basketball game. Playing the game enters them for a chance to win free groceries for a year and helps generate meals\* to be provided to local food banks in partnership with Food Lion Feeds and Feeding America® to help feed those in need.

To participate, customers must:

1. Purchase five participating items using their MVP card by March 22, 2016
2. Receive a code at the register
3. Visit [www.foodlion.com/makeabasket](http://www.foodlion.com/makeabasket) to enter that code
4. Play the interactive basketball game to enter for a chance to win free groceries and earn meals\* to be donated

Each virtual basket scored will trigger a donation of 11 meals\* and also enters shoppers into a sweepstakes for a chance to win free groceries for a year. A drawing will take place each day to randomly select the winner. 21 participants will win in total. Customers can play up to three times per day, but must do so in three separate transactions.

100 percent of donations benefit Feeding America, the nation's largest domestic hunger-relief charity, and its network of 200 local food banks. There is no purchase necessary to play. For more information about the free method of entry, or to view the list of participating items, visit [www.foodlion.com/makeabasket](http://www.foodlion.com/makeabasket).

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 155 million meals through in-store campaigns, like "Make Every Basket Count," its food donation program and local donations and volunteerism.

To learn more about Food Lion Feeds or the "Make Every Basket Count" campaign, visit [www.foodlion.com/feeds](http://www.foodlion.com/feeds).

### 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 (NYSE: DEG). For more information, visit [www.foodlion.com](http://www.foodlion.com).

*\*\$1 helps provide 11 meals secured by Feeding America® on behalf of local member food banks. Food Lion guarantees a minimum donation of 275,000 meals (monetary equivalent of \$25,000) and a maximum donation of 6,000,000 million meals (monetary equivalent of \$545,455) to Feeding America and member food banks from March 2-March 22, 2016.*

### Contact:

Food Lion  
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**Enter 2 win free groceries  
AND help score someone a  
meal with @foodlion's  
#MakeEveryBasketCount  
campaign March 2-22!**

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