



Food Lion Celebrates 1 Million Facebook Fans by Donating 1 Million Meals to Feeding America® and 30 Local Member Food Banks

January 29, 2016

Public Company Information:

NYSE: DEG

Food Lion recently celebrated reaching 1 million Facebook fans on the social media site. In recognition of this customer milestone, Food Lion is donating 1 million meals* to those in need. The meals will be donated to Feeding America® and distributed evenly between 30 local Feeding America member food banks within the grocer's service area. The donation will span across its 10-state footprint.

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Food Lion

"We're incredibly proud to have reached this benchmark," said Keith Nicks, director of loyalty and digital marketing at Food Lion. "As a grocer always looking for ways to improve the customer experience, we created this space to empower our customers to interact with us on a one-on-one basis, whether they're saving money, sharing interactions with associates or looking for great recipes."

In addition to the 1 million meal donation, Food Lion's more than 1,500 corporate associates came together to create a video to say "thanks" to their Facebook fan-base. The video can be viewed at www.foodlion.com/newsroom under the Multimedia room section.

Food Lion's Facebook page serves as a platform where customers, associates, business and community partners and more can actively engage with the brand to share thoughts and ideas, win products, learn about money saving tips and recipes, and much more. To join the company's 1 million Facebook fans, visit www.Facebook.com/Foodlion.

*\$1 helps provide 11 meals secured by Feeding America® on behalf of local member food banks.

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 66,000 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.

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