



Food Lion Allows Customers to Choose Their Own Prize in "Pick Your Play" Promotion through Feb. 9

January 13, 2016 at 8:08 AM EST

Shoppers Can Win up to \$20,000 in the Instant-Win Game

Public Company Information:

NYSE: DEG

Now through Feb. 9, 2016, Food Lion customers can enter for a chance to win one of 1,800 prizes in the grocer's "Pick Your Play" promotion which allows shoppers to choose which prize they would like to play for.

To enter the instant win game, customers must:

1. Purchase five participating items using their MVP card by Feb. 9, 2016
2. Receive a code at the register
3. Visit www.foodlion.com/pickyourplay to enter that code by Feb. 19, 2016
4. Select the prize they would like to win
5. Customers will be notified instantly whether or not they are a winner

A free method to enter without making a purchase and without becoming an MVP cardholder is also available.

There are five different prizes customers may choose to play for, including \$20,000 cash, a \$500 pre-paid card, a \$2,000 electronics store gift card, a \$100 Food Lion gift card or a \$75 sporting goods store gift card.

Customers can enter up to three times per day, but must do so in three separate transactions. A list of participating items can be found online as well as in an in-store booklet.

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/pickyourplay.

About Food Lion

Food Lion, based in Salisbury, N.C., since 1957, has 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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