



Food Lion Announces Doner as New Advertising Agency of Record

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Food Lion, one of the nation's largest grocers, announced today it has selected Doner as its advertising agency of record, effective immediately.

"Doner will be a strong strategic partner for Food Lion as we continue to deliver on our strategy, Easy, Fresh and Affordable... You Can Count on Food Lion Every day," said Meg Ham, president of Food Lion. "Doner has tremendous experience in the retail sector and we believe has a unique opportunity to help us continue to elevate the Food Lion brand and further enhance the emotional connection with our customer."

Doner will help evolve Food Lion's brand strategy through integrated marketing planning, targeted advertising campaigns, and media planning and buying.

"From the beginning of the review process, we felt strong chemistry with the Food Lion team and that we were a great fit given their aspirations and our retail expertise," said David DeMuth, President and Co-CEO, Doner. "Food Lion is a brand with momentum and we look forward to working with Food Lion."

Raleigh-based consulting firm Hasan + Co. managed the review process, which began in June 2015. Doner succeeds Mullen as the agency of record. The terms of the contract were not disclosed, and new creative and advertising could take effect as early as the first quarter of 2016.

Serving 10 million customers each week at more than 1,100 locations in 10 states, the company was founded as Food Town in 1957 and still calls Salisbury, N.C., its hometown.

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.

About Doner

Doner is a full-service, performance-driven advertising agency that has built on its strong creative legacy to create a truly modern, integrated creative network with offices in Detroit, Cleveland, London and Los Angeles. Doner moves at the speed of business, offering true integration and total activation through proprietary tools and in-house proficiencies including a multi-platform production studio, a state-of-the-art digital technology hub—the Digital Underground, and the Doner Social Currency Index — a measurement tool that tracks overall brand visibility. With over \$1.5 billion in billings, Doner is a part of the MDC Partners network and serves clients including, Fiat Chrysler Automobiles, The Coca-Cola Company, Cox Communications, DuPont, Harman, Serta, Smithfield Foods and The UPS Store.



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