



Food Lion Announces 10 Percent Discount for Active, Retired and Honorably Discharged Military Personnel on Veterans Day

November 9, 2015

Grocer to Donate More Than 200,000 Meals to Military Families

Public Company Information:

NYSE: DEG

In honor of Veterans Day, Wednesday, Nov. 11, Food Lion stores will offer a 10 percent discount to active, retired and honorably discharged military personnel to show their support and appreciation for those who are serving or have served in the United States Armed Forces.

To receive the discount, active military, veterans and their families should present their MVP card at checkout and request the discount. Customers will then receive 10 percent off their entire grocery bill on Wednesday, Nov. 11.

"Food Lion proudly supports the men and women who risk their lives to serve our country and protect our freedoms every day," said Meg Ham, president of Food Lion. "It's an honor to be able to show our gratitude for the many sacrifices they have made for our country by providing this discount to military and their families."

Also on Veterans Day, Food Lion will donate \$2 million to Wounded Warrior Project® (WWP) from an in-store promotion earlier this month. In addition, the company will donate 200,000 meals to military families through its Food Lion Feeds program in partnership with Feed the Children and the USO of North Carolina Nov. 11 through Nov. 14. The families supported are located at military bases in Eastern North Carolina.

Food Lion is a longstanding supporter of its military associates and customers. The company provides numerous employment benefits to military associates, adopts families of colleagues who have been called into active duty and helps feed veterans through our Food Lion Feeds hunger-relief platform. Because of the company's military support, Food Lion was honored with the Department of Defense's highest honor for employers, the Employer Support of the Guard and Reserves (ESGR) Freedom Award, for its programs and services for military associates in 2010.

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 (NYSE: DEG). For more information, visit www.foodlion.com.

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