



Food Lion to Open New Southport, N.C., Location Oct. 21

October 20, 2015

In Celebration, Grocer to Give Away \$10 Gift Cards to First 100 Customers Each Day Oct. 21 – Oct. 24

Public Company Information:

NYSE: DEG

Food Lion will celebrate the opening of its newest store, located at 4891 Long Beach Road SE in Southport, N.C., on Oct. 21. Beginning when the store officially opens at 8 a.m. on Wednesday, Food Lion will distribute \$10 gift cards to the first 100 customers each morning through Saturday, Oct. 24, at this location only.

"We're proud to not only introduce to our Southport customers to a new store, but also a new, easier shopping experience and new assortment of quality, fresh products, all at the low prices they expect from Food Lion," said Food Lion President Meg Ham. "We invite our Southport customers to come out and experience how 'Life is Better with the Lion' at this new location and let us know what you think."

The new store will open to the public at 8 a.m. on Oct. 21 following a ribbon-cutting ceremony. Several local dignitaries will be on hand for the grand opening. As part of the grand opening festivities, and consistent with its focus on helping to eliminate hunger in the local communities it serves through Food Lion Feeds, Food Lion will make a \$1,000 donation, the equivalent of 1,100 meals, to the Southport Oak Island Interchurch Fellowship to support the organization's hunger relief efforts.

The new store is Food Lion's newest format, which makes shopping and saving easier for customers. Features of the new store include a new assortment of products with an abundant selection of fresh meat and produce backed by Food Lion's promise of quality and freshness guaranteed always, a dedicated gluten free section, a growing selection of Nature's Place beef, pork and poultry items free from unwanted ingredients, a new seafood case offering quality seafood at amazingly low prices and a walk-in Garden Cooler that keeps produce fresher, longer.

Food Lion has also made savings easier to find in this store, and all of its locations, with new easy-to-follow signage and Three Easy Ways to Save: Hot Sale, Wow and Low Price.

The new Southport location employs about 80 associates and is approximately 35,300 square feet.

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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