Food Lion Feeds and General Mills Team-Up with Food Lion Customers to Support Hunger While Saving

August 4, 2015

Campaign to generate 750,000 Meals to Feeding America®

Public Company Information:
NYSE: DEG

Now through Aug. 4, Food Lion customers can save money while helping fight hunger when they purchase General Mills products. For every five participating General Mills items purchased with their MVP customer loyalty card, shoppers will save $2 on their grocery bill. In addition, General Mills will donate $50,000* to support this effort.

A list of participating products can be found at www.foodlion.com/promotions/buy-5-and-save.

*Meal equivalent of 500,000 meals. $1 is the monetary equivalent of 10 meals. Food Lion Feeds will make an additional 250,000 meal donation to total 750,000 meals for this promotion.

About General Mills

General Mills is one of the world's leading food companies, operating in more than 100 countries around the world. Its brands include Cheerios, Fiber One, Häagen-Dazs, Nature Valley, Yoplait, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Wanchai Ferry, Yoki and more. Headquartered in Minneapolis, Minn., USA, General Mills had fiscal 2014 worldwide sales of US $17.9 billion.

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.

Contact:

Food Lion
Tara Robertson, 704-310-4107
tara.robertson@foodlion.com