



## **Food Lion to Give Free Groceries to One Customer at Every Store, Every Day, during "MVP Free Grocery Giveaway" through July 28**

July 15, 2015

### **Public Company Information:**

NYSE: DEG

Now through July 28, Food Lion is giving one customer at every store, every day, the opportunity to win up to \$100 in free groceries during the grocer's "MVP Free Grocery Giveaway!"

More than 15,000 winning customers will enjoy immediate savings of up to \$100, not to exceed their grocery bill, at checkout, through this "pay it forward" program.

To enter, customers simply purchase any five participating items in one transaction and scan their MVP card at checkout. Participating items are clearly tagged on store shelves and can also be found in an in-store booklet. View the full list of participating items at [www.foodlion.com/grocerygiveaway](http://www.foodlion.com/grocerygiveaway). A free method to enter without making a purchase is also available.

The promotion is running at all participating Food Lion stores. There is no purchase necessary, and the official rules, including the free method of entry, can be found at [www.foodlion.com/grocerygiveaway](http://www.foodlion.com/grocerygiveaway).

### **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](http://www.foodlion.com).

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