



## Food Lion Feeds Celebrates One Year Anniversary by Providing More than 1 Million Meals through 'Summers Without Hunger' Donations and Reusable Bag Campaign

June 10, 2015

Efforts Add to 62 Million Meals Donated During First Year of Program

### Public Company Information:

NYSE: DEG

Food Lion Feeds is celebrating its one year anniversary by donating more than 1 million meals through local 'Summers Without Hunger' donations and the launch of its second annual Food Lion Feeds reusable bag campaign in its more than 1,100 stores. In year one of the program, the grocer donated more than 62 million meals and is on target to meet its commitment to donate 500 million meals throughout its 10-state operating area by the end of 2020.

"Over the past year, Food Lion Feeds has become so much more than a giving program. It is part of who we are as a company and is something we're just as passionate about as serving our customers in our stores," said Food Lion President Meg Ham. "I've personally had many opportunities to participate in local Food Lion Feeds donations. Each time I'm incredibly moved by the powerful stories individuals in our communities share with us. At one donation, we had a customer who was going to use a gift card to buy fresh fruit because she had not had any in several weeks. Another was from a family who was going to purchase a birthday cake for their daughter, who otherwise would have gone without. These tough choices families make are why we're so passionate about ending hunger in our local communities. At Food Lion, we believe no one should have to choose between dinner and paying rent or medicine and buying groceries, and no parent should ever have to forego a meal for themselves to feed their child."

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To recognize the one year anniversary of Food Lion Feeds, the grocer will make several local food donations throughout the month of June to help combat summer hunger, beginning with an 8,000-meal donation at Eastway Elementary School Durham, N.C., on June 10. Every one of the 620 students at the school, where 98 percent of the children receive free and reduced lunch, will go home for the summer with a backpack full of shelf stable food and a reusable bag full of fresh produce.

In addition, the company will launch its second annual Food Lion Feeds reusable bag campaign, designed by some of its youngest fans. Five winners were selected through a "Roar Against Hunger" art contest and their designs are featured on this year's bag.

The national winner, featured on the front of the bag, is:

- Chelsey, Age 11, Statesville, N.C.

Runners up, featured on the back of the bag, include:

- Chloe, Age 6, Hillsborough, N.C.
- Leena, Age 9, Virginia Beach, Va.
- Karrie, Age 14, Parksley, Va.
- Sierra, Age 14, Newport News, Va.

Each winner will host a signing event on Saturday, June 13, at their local Food Lion store. Customers at these stores can meet the young artist behind the bag design and get their autograph. The bags will be on sale, while supplies last, for \$0.99. For every bag purchased between June 10 and June 30, 2015, Food Lion Feeds will donate five meals to a local food bank, in partnership with Feeding America®. \$1 helps provide 10 meals secured by Feeding America on behalf of local member food banks.

During the first year of Food Lion Feeds, the grocer donated meals through mobile fresh produce pantries, stocking events, partnerships with local food banks and feeding agencies, food drives, in-store campaigns and much more to help end hunger. A video of the first year can be found at <http://foodlion.mediaroom.com/anniversary> and more information about Food Lion Feeds is available at [www.foodlion.com/feeds](http://www.foodlion.com/feeds).

### 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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