



## Food Lion Launches New Website, Making it Easy for Customers to Shop, Save and Plan for Dinner Tonight

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### Public Company Information: NYSE: DEG

Food Lion has launched a new website at [www.foodlion.com](http://www.foodlion.com) designed to make shopping, saving and planning for dinner easy for shoppers.

"At Food Lion, we work to provide customers with an easy, fresh and affordable shopping experience they can count on every day in our stores," said Keith Nicks, director of loyalty and digital marketing for Food Lion. "We know that technology plays a powerful role in making grocery shopping easy for our customers. That's why we've launched a new [foodlion.com](http://www.foodlion.com) – to help simplify the shopping experience for our customers online, while boosting their access to savings and providing new meal ideas."

The new website, built based on customer feedback, offers shoppers a personalized experience when they log in. Each customer's personalized dashboard includes the customer's savings for the year and other relevant information and offers. The newly launched site is also fully responsive, meaning the site is easy for customers to use whether they are accessing the site via a computer, tablet or phone.

The new website is also packed with new features for customers. One of the biggest enhancements, to help customers plan for dinner tonight, is the addition of an online Recipe Portal, which features customer-generated recipes that shoppers can save and rate based on their experience. A new virtual shopping list enables customers to plan grocery trips weeks or even months out by keeping an ongoing list, as well as creating new ones for special occasions. Customers can also use the weekly flyer to add sale items to their lists to take advantage of the week's best deals. Additionally, a more robust MVP Coupon Hub provides customers with access to more than 150 relevant coupons that customers can load directly to their MVP Savings card or print at home.

Additional enhancements to [foodlion.com](http://www.foodlion.com) will continue to roll out for customers in the coming months.

### 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. For more information, visit [www.foodlion.com](http://www.foodlion.com).

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