



Food Lion Offers Customers Music Downloads, Concert Cash® through Rock Out Country Cookout Instant Win Game and Sweepstakes

May 26, 2015

Four Grand Prize Winners Will Also Receive All-Expense Paid Trip and VIP Tickets to Rascal Flatts Riot Tour 2015 Concert in Raleigh, N.C., July 26

Public Company Information:

NYSE: DEG

Now through June 16, Food Lion is offering customers free music downloads or Concert Cash through its Rock Out Country Cookout instant win game and sweepstakes, and everyone who plays wins.*

To enter, customers must purchase five participating items using their MVP card to receive a code at the register. Next, they should visit www.foodlion.com/countrycookout, enter the code, where they will immediately receive notification of which prize they won.

Customers can enter to win up to 10 times, but must do so in 10 separate transactions or via the free method of entry. A list of participating items can be found at www.foodlion.com/countrycookout as well as an in-store booklet.

Four grand prize winners will also receive two VIP tickets and a trip to the Rascal Flatts Riot Tour 2015 concert on July 26 in Raleigh, N.C. All players who enter instant win codes online are automatically entered into the grand prize drawing.

There is no purchase necessary and the official rules, including the free method of entry, can be found at www.foodlion.com/countrycookout.

*Limit (10) Instant Win prizes per person/household, while supplies last. Open only to legal residents of Delaware, Georgia, Kentucky, Maryland, North Carolina, Pennsylvania, South Carolina, Tennessee, Virginia and West Virginia who are at least 21 years old.

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

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