



Food Lion Announces Plans to Remodel Stores in Raleigh, N.C., Market in 2015

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Improvements Continue Rollout of Food Lion's "Easy, Fresh and Affordable. You Can Count on Food Lion Every Day!" Strategy

Public Company Information:

NYSE: DEG

Consistent with the grocer's "Easy, Fresh and Affordable. You Can Count on Food Lion Every Day!" strategy, Food Lion has announced that the company will remodel its Raleigh, N.C., market stores in 2015. A complete list of the Raleigh market stores is available at www.foodlion.com/newsroom.

"We're proud to have been a part of the Raleigh community since 1975, and are excited to bring our Raleigh customers our newest format stores," said Food Lion President Meg Ham. "We've heard from our customers that they're seeking an easy, quick, convenient shopping experience, with quality, fresh products and the low prices they've come to expect from Food Lion. Through the remodels, this is exactly what Food Lion will deliver."

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Since Food Lion announced its "Easy, Fresh and Affordable. You Can Count on Food Lion Every Day!" strategy in May 2014, the grocer has brought enhancements to its Raleigh market stores including its newest assortment of products, selected based on customer feedback, and new register systems that make checkout faster, while making savings easier for customers throughout the store. Additionally, Food Lion's approximately 6,000 associates in the Raleigh market have been provided with new customer-centric training to better serve customers.

"We want our customers and the Raleigh community to know that they can count on Food Lion for a great shopping experience in our stores every day. We'll continue to listen to our customers and learn from their feedback," added Ham.

The Raleigh market remodels are expected to be completed in stores on a rolling basis between April and October 2015. Food Lion will continue to launch enhancements for customers across all of its 1,100 stores in 2015, as well as remodels in markets over time. Raleigh is the third market to receive the store remodels. Seventy-six stores in the greater Wilmington, N.C., and Greenville, N.C., markets were remodeled in 2014.

Serving 10 million customers each week at more than 1,100 locations in 10 states, the company was founded as Food Town in 1957 and still calls Salisbury, N.C., its hometown. Through Food Lion Feeds, the company has committed to provide 500 million meals to individuals and families in need by the end of 2020.

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.



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