



## Food Lion Offers Customers \$10 Coupon for Shopping March 4-31

March 4, 2015

### Public Company Information:

NYSE: DEG

Starting this week, Food Lion MVP customers can earn a \$10 coupon in FREE groceries by shopping at Food Lion. The “Shop, Collect and Earn” promotion runs through March 31 and is an easy way for customers to save at Food Lion.

To earn the \$10 coupon, customers should simply follow these steps:

Spend \$50 or more in one shopping visit with their MVP Card for three of the next four weeks,  
Collect three different weekly tickets, and  
Redeem the three tickets for the \$10 coupon until April 7. The \$10 coupon is valid through April 21.

Customers can also access increased savings by visiting the newly launched MVP Coupon Hub at [www.foodlion.com/coupons](http://www.foodlion.com/coupons) or scanning their MVP card in-store at our MVP Savings Centers located near the entrance of Food Lion stores.

For purchases to qualify for the promotion, customers must use their MVP card. The Food Lion MVP card enables customers to take advantage of lower prices available throughout the store. If a customer does not have a MVP card, they can sign up for free in stores or online.

Purchases of alcohol, tobacco, gift cards, lottery, and postage stamps do not count toward the \$50 purchase requirement. Customers can view full details of the “Shop, Collect and Earn” promotion online at [www.foodlion.com](http://www.foodlion.com).

### 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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