



## **Food Lion Feeds Launches "Groceries for Good" Campaign to Help Feed Local Families Struggling with Hunger**

February 25, 2015

Campaign to Run in all Food Lion Stores Feb. 25-March 17

### **Public Company Information:**

NYSE: DEG

Food Lion is partnering with its MVP customers and vendors in its more than 1,100 stores Feb. 25 – Mar. 17 to help solve hunger through its Food Lion Feeds "Groceries for Good" campaign.

Through the campaign, when customers use their MVP card to purchase five participating items, Food Lion Feeds will help provide five meals to local food banks in partnership with Feeding America® to help feed those in need.

There are more than 800 specially-marked participating products in the "Groceries for Good" campaign for MVP customers to purchase. One hundred percent of donations benefit Feeding America, the nation's leading domestic hunger relief charity, and its network of local food banks.

Through Food Lion Feeds, Food Lion is working to create a better tomorrow by uniting with customers and partners to help eliminate the difficult choices many families are forced to make when they are struggling with hunger. Working toward its commitment to provide 500 million meals by the end of 2020, Food Lion Feeds has already donated nearly 60 million meals through in-store campaigns, like "Groceries for Good," its food donation program and local donations and volunteerism.

To learn more about Food Lion Feeds or the "Groceries for Good" campaign, visit [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).