



Food Lion Announces "Roaring In the Holidays" Free Music Downloads for Customers

December 4, 2014

Food Lion is making it easy for customers to send holiday greetings this season by offering free music e-cards and song downloads to friends and family in the voice of the Food Lion "lion," which customers may recognize from the "My Two Cents" commercials.

"This free holiday debut album is our gift to customers this season to thank them for shopping at Food Lion," said Angie Hunter, Senior Brand Manager for Food Lion. "This music and the e-cards are a fun way for customers and their friends to experience the holiday season, which can be stressful."

The company will make available 10 original holiday songs by the lion leading up to New Year's Day. Customers now have the choice of downloading three songs including "Jingle Bells," "Deck the Halls" and "We Wish You a Merry Christmas." Each song can be accessed by visiting Food Lion's website at <http://www.foodlion.com/holidays> as well as Food Lion's social media channels.

The next holiday music downloads, "Toyland" and "Here We Come A-Caroling", will be available Tuesday, Dec. 9. Other songs will be released each week through Dec. 30.

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.

Contact:

Food Lion
Benny L. Smith, 704-310-4077
bsmith@foodlion.com

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