



Food Lion Feeds Launches "Holidays Without Hunger" Campaign to Help Feed Local Families in Need this Holiday Season

November 19, 2014

This holiday season, Food Lion is partnering with customers in its more than 1,100 stores, Nov. 19 – Dec. 23, to help solve hunger through its Food Lion Feeds "Holidays Without Hunger" campaign.

Through the campaign, customers can purchase and donate a specially-marked "Holidays Without Hunger" food box for \$5, while supplies last, or make a cash donation at checkout. One hundred percent of cash donations benefit Feeding America®, the largest domestic hunger relief charity, and its network of local food banks. Food boxes are donated directly to a local hunger relief food bank or agency.

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 approximately 40 million meals* through in-store campaigns, like "Holidays Without Hunger," its food donation program and local donations and volunteerism.

To learn more about Food Lion Feeds or the "Holidays Without Hunger" campaign, please visit 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.

*Meal equivalent based on combination of cash and product donations for the period between January 1, 2014, and September, 30 2014.

Contact:

Food Lion
Erin DeWaters, 704-310-2858
erin.dewaters@foodlion.com