



Food Lion Announces 10 Percent Discount for Active, Retired and Honorably Discharged Military Personnel on Veterans Day

November 10, 2014

In honor of Veterans Day, Tuesday, Nov. 11, Food Lion stores will offer a 10 percent discount to active, retired and honorably discharged military personnel to show their support and appreciation for those who are serving or have served in the United States Armed Forces.

"Food Lion proudly supports the men and women who are serving our country and who protect our freedoms every day," said Greg Finchum, Senior Vice President of Retail Operations at Food Lion. "Providing this discount to military and their families is a way for us to honor them and show our gratitude for the many sacrifices they have made for our country."

To receive the discount, active military, veterans and their families should present their MVP card at checkout and request the discount. Customers will then receive 10 percent off their entire grocery bill only for Tuesday, Nov. 11.

Food Lion is a longstanding supporter of its military associates and customers. The company provides numerous employment benefits to military associates, adopts families of colleagues who have been called into active duty and helps feed veterans through our Food Lion Feeds hunger relief platform.

Earlier this year, Food Lion Feeds partnered with the Food Bank of Southeastern Virginia and the Eastern Shore to provide more than 18,000 meals to veterans and their families in need in the great Norfolk area. Associates also volunteered time at several community military events. Additionally, in 2010, Food Lion was honored with the Department of Defense's highest honor for employers, the Employer Support of the Guard and Reserves (ESGR) Freedom Award, for its programs and services for military associates.

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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