



Food Lion to Give Free Groceries to One Customer, Every Day, during “MVP Free Grocery Giveaway” through July 29

July 16, 2014

One Grand Prize Winner Will Also Receive a Year's Supply of Free Groceries

Now through July 29, is giving one customer at each of its participating stores, every day, the opportunity to win up to \$100 in free groceries during the grocer's "MVP Free Grocery Giveaway." One grand prize winner will also receive a year's supply of free groceries.

More than 15,000 winning customers will enjoy immediate savings of up to \$100, not to exceed their grocery bill, at checkout, through this "pay it forward" program. All participants are also immediately entered into the drawing to win the grand prize of a year's supply of groceries.

To enter, customers simply purchase any five participating items in one transaction and scan their MVP card at checkout. Participating items are clearly tagged on store shelves and are also listed in a booklet that can be found in stores. View the full list of participating items at http://foodlion.mediaroom.com/download/FL_FreeGroceryGiveaway_ShopList_WEB.pdf.

The promotion is running at all participating Food Lion stores. There is no purchase necessary, and the official rules, including the participating stores and the free method of entry, can be found at <http://foodlion.com/grocerygiveaway>.

About Food Lion

Food Lion, based in Salisbury, N.C., since 1957, now 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. Food Lion is a company of Delhaize America, the U.S. division of Brussels-based Delhaize Group. For more information, visit www.foodlion.com.

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