



Food Lion Holds Grand Opening for New Hampton, S.C., Store Tomorrow

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Customers Offered Opportunity to Receive Free \$10 Gift Cards Wednesday through Friday

Food Lion will hold a grand opening at its store on 1373 Elm St. W. Hampton, S.C., on Wednesday, Apr. 23, at 6 a.m. to celebrate its new store. The location was formerly a Reid's store.

"Food Lion offers many benefits for our customers, from an easy and convenient shopping experience to Food Lion's strong heritage of low prices, Food Lion MVP loyalty card specials, and much more," said Food Lion Store Manager Ray Dehay. "We invite everyone to come out and help us celebrate the grand opening. They will continue to see the same friendly faces from our associates."

Customers should also expect to see new additions such as a Food Lion MVP Savings Center, which instantly provides coupons for same day shopping and an expanded product selection in the deli, meat and frozen areas.

The first 50 customers who visit the store Wednesday through Friday will receive a free \$10 Food Lion gift card. Customers also can receive additional coupons by signing up and using their Food Lion MVP card for savings throughout the store. Additionally, shoppers will have an opportunity on Saturday, Apr. 26 to register to win a 97-second shopping spree at the store that day. Customers also will have an opportunity to automatically be entered into Food Lion's Free Grocery Sweepstakes when they use their Food Lion MVP card. Four \$500 grand prize gift cards will be awarded along with several other prizes.

About Food Lion

Food Lion, based in Salisbury, N.C., is a company of Delhaize America, the U.S. division of Brussels-based Delhaize Group (NYSE: DEG). Food Lion, with a longstanding heritage of low prices and convenient locations, operates more than 1,100 supermarkets in 10 Southeastern and Mid-Atlantic states, and employs approximately 62,000 associates. For more information, visit www.foodlion.com.

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Contact:

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