



Food Lion Holds Grand Opening for Americus, Ga., Store Tomorrow

April 22, 2014

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

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Food Lion will hold a grand opening at its store on 107 Prince St., in Americus Ga., on Wednesday, Apr. 23, at 7 a.m. to celebrate its new store. The store was formerly a Harveys Supermarket.

"Our customers will continue to be served by our friendly associates who have helped them with their grocery shopping for many years," said Food Lion Store Manager Michael Waters. "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."

Customers should also expect to see new additions such as an 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 to participate in a 90-second Food Lion MVP contest where customers can compete for free groceries at the store on Saturday, April 26. Customers also will have an opportunity to automatically be entered into Food Lion's Free Grocery Sweepstakes when they use their 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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