



Food Lion Launches 'Low Price Heritage' Advertising Campaign

April 10, 2014

Campaign Features Food Lion President Cathy Green and Reinforces Company's Lowering Prices on Thousands of Items

Food Lion debuts a new advertising campaign today, highlighting it has lowered prices on thousands of items customers buy most throughout its stores.

The launch of the spots is aimed at complementing Food Lion's "New, Lower Prices" campaign, which started earlier this year, as well as reinforcing the company's long-standing history of low prices. Over the past two months, the company lowered thousands of prices on various products throughout its stores in categories such as milk, bread, produce, meat, juice, cereal, canned goods, detergent, paper products and pet food. The company estimates customers can save up to 25 to 30 percent on their total grocery bill by taking advantage of new, lower prices, as well as MVP promotions.

"Food Lion has a long-standing tradition of delivering low prices to its customers," said Ken Mills, vice president of Marketing at Food Lion. "In today's economic environment, we know price, more than ever, matters to our customers. We wanted to send a powerful message to our customers about our lower prices, so we decided to feature Food Lion President Cathy Green in the commercials. Cathy speaks on behalf of Food Lion, and she has a natural ability to resonate with customers and associates alike. Cathy delivers the message in three commercials highlighting that we have always helped our customers save on their groceries and now we are helping customers save even more through our new, lower prices."

"Low Price Heritage" is the foundation for the advertising campaign. The commercials will air in a number of Food Lion markets beginning April 14. The fully integrated marketing campaign will also include various print, radio, online and outdoor advertisements.

"We anticipate the advertisements will be extremely relevant to our customer base during this time and believe the commercials will set us apart from other grocery retailers," added Mills. "We want customers to know they can count on Food Lion for low prices and we are delivering on that commitment through great prices, quality products, excellent customer service and convenient locations."

Food Lion partnered with its advertising agency, Ames Scullin O'Haire in Atlanta, Ga., on the campaign. Food Lion has worked with Ames Scullin O'Haire since 2000.

About Food Lion Family

The Food Lion family, based in Salisbury, N.C., operates more than 1,300 supermarkets, either directly or through affiliated entities, under the names of Food Lion, Bloom, Harveys or Reid's. These stores meet local customer needs and preferences for the freshest and best quality products. The Food Lion family employs approximately 74,000 associates in 11 Southeast and Mid-Atlantic states. For more information, visit www.foodlion.com.

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