



Food Lion Offering Customers Chance to Win a Truck Full of Groceries in Ultimate Tailgate Sweepstakes Now Through Feb. 4

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Food Lion is offering customers a chance to win multiple prizes through its Ultimate Tailgate Sweepstakes, including a new truck, a 55" television and gaming system and Food Lion gift cards.

Now through Feb. 4, customers who use their personal MVP card and purchase at least four participating products will automatically be entered for a chance to win.

A complete list of participating products is available in stores and online at <http://www.foodlion.com>.

During the contest, there will also be daily drawings offering customers a chance to win \$10 Food Lion gift cards. The grand prize winner will receive a 2014 GMC Sierra Truck, a truckload of groceries and a food donation to the charity of winner's choice. Additionally, 10 winners will receive one Game Day Entertainment Pack, complete with a 55" television and gaming system.

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 57,000 associates. For more information, visit www.foodlion.com.

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