



## Food Lion Announces Enhancements in 72 Stores in Georgia, Kentucky, South Carolina, Tennessee and Virginia

January 7, 2014

Customers Have Access to MVP Savings Centers, Fresher Produce and Enhanced Service

Food Lion announced today that it has completed its store enhancements by making a variety of improvements in its final 72 stores. Key markets include Nashville, Tenn., Augusta, Ga., and Savannah, Ga. A full list of stores is available at [www.foodlion.com/newsroom](http://www.foodlion.com/newsroom).

To celebrate the launch, Food Lion is holding grand re-opening festivities at the stores, including offering the first 50 customers at each location a \$10 gift card on Wednesday, Jan. 8 and Thursday, Jan. 9.

Food Lion's key investments include enhanced service through associate retraining, fresher produce through better quality and extended savings on items throughout the store. Food Lion's produce also is now backed by a double-your-money-back guarantee. In addition, each store has a new MVP Savings Center, where customers can scan their MVP Card to receive personalized offers for additional savings on national and private brand products in-store during their shopping trip.

"We invite customers to visit their local Food Lion, where they will experience firsthand our store enhancements, such as better service, fresher produce and our new MVP Savings Centers," said Rick LaCroix, Vice President for Food Lion's Southern Division. "We hope customers will give us a try and experience the changes we've made throughout the store."

Food Lion was founded in 1957 as Food Town in Salisbury, N.C., and has since grown to more than 1,100 stores in 10 states.

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](http://www.foodlion.com).

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