



Food Lion and Ibotta to Present \$5,000 Grand Prize to Morganton, N.C., Customer Friday

December 3, 2013

MORGANTON CUSTOMER IS GRAND PRIZE WINNER IN GROCER'S \$5,000 MAGICAL FAMILY GETAWAY SWEEPSTAKES

Public Company Information:

NYSE: DEG

Food Lion (NYSE: DEG).

What: Food Lion and Ibotta will present a Morganton resident with a \$5,000 check Friday, Dec. 6, naming her the grand prize winner of its \$5,000 Magical Family Getaway sweepstakes.

Who: Media is invited to interview the winner at the brief 20-minute presentation, which will be held in the Food Lion store at the address below.

Where: Food Lion
576 East Fleming Dr.
Morganton, N.C., 28655

When: Friday, Dec. 6, 2013
12 p.m.

Details: Kelly Tyson will receive a \$5,000 check as winner of the "Magical Family Getaway" sweepstakes. Tyson was entered into the contest when Food Lion launched its partnership with Ibotta in October, 2013. In celebration of customers' ability to "get paid to shop," with Ibotta, Food Lion shoppers and Ibotta users who connected their Food Lion MVP Card on the Ibotta app between Oct. 9 and Nov. 9 were automatically entered into the sweepstakes. Food Lion shoppers who redeemed Ibotta offers at Food Lion during that time also received an additional entry for each offer redeemed.

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.

About Ibotta

Ibotta is a technology company based in Denver, Colorado that focuses on developing the world's first brand engagement mobile applications. With over 2 million users, Ibotta has been featured by Google and Apple, and covered by multiple news outlets, including Good Morning America, ABC World News, U.S News and World Report, Mashable, TechCrunch, CNET, Progressive Grocer, and Shopper Marketing. Ibotta features hundreds of offers on products by leading global consumer packaged goods companies and works in more than 75,000 stores nationwide. For more information, visit <http://www.ibotta.com>, [facebook.com/ibottaapp](https://www.facebook.com/ibottaapp) or blog.ibotta.com/.

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