



Food Lion Offers Customers Opportunity to Receive \$5 in Free Groceries Nov. 28 through Dec. 11

November 27, 2013

Shoppers Will Receive \$5 Coupon with Purchase of \$50 Gift Card

Public Company Information:

NYSE: DEG

Beginning Thanksgiving Day, Food Lion MVP customers will have the opportunity to receive a \$5 coupon toward their next purchase when they buy a Food Lion gift card worth \$50 or more.

The promotion, which lasts through Dec. 11, is only available in Richmond, Va., Roanoke, Va., and Norfolk, Va. The \$5 coupons are good toward any products with the exception of alcohol, tobacco, gift cards, lottery, postage stamps and services. Coupons must be redeemed by Dec. 24.

For additional grocery savings, customers should visit Food Lion's new and improved digital flyer at <http://www.foodlion.com/WeeklySpecials>, as well as enroll in Food Lion's weekly e-mail, Shoppers' Companion, to receive additional coupons, recipes and weekly specials at Food Lion stores. To enroll in the weekly email, visit <http://www.foodlion.com/Savings/ShoppersCompanion>.

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.

Contact:

Food Lion

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