



Food Lion Seeks to Raise 1 Million Meals for Local Food Banks During Annual "Hunger Has a Cure" Campaign

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Public Company Information:

NYSE: DEG

Food Lion today announced that it is aiming to raise more than 1 million meals for local food banks by partnering with customers during its annual "Hunger Has a Cure" campaign. Today through Dec. 24, Food Lion customers can help eliminate hunger in their local community this holiday season by donating money, non-perishable items and ready-made food boxes to Feeding America® and its local member food banks.

"Families in the communities we serve are faced with making tough decisions, like whether to pay their rent or put food on their table," said Food Lion President Beth Newlands Campbell. "Through our local food bank campaign, we hope to lessen the need for families in our communities to make those choices. We invite our customers to join us in donating 1 million meals, so that the holidays can be a little brighter for families who need a helping hand."

To participate in the "Hunger Has a Cure" campaign, customers can purchase ready-made food boxes containing cut green beans, instant oatmeal, macaroni and cheese, long grain white rice and garlic and onion pasta sauce, which are available at all Food Lion stores for \$4.99 each. All stores have a designated food collection area where customers can place the food boxes or other non-perishable items. Customers also have the opportunity to support the campaign through a cash donation at the register. All food donations remain in each local community.

So far this year, Food Lion has donated more than 30 million meals to local food banks. In addition to the company's annual "Hunger Has a Cure" campaign, Food Lion also plans to provide thousands of holiday meals through turkey and ham donations in its communities. Details of those donations will be available on the company's events calendar, at www.foodlion.com/newsroom.

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 Feeding America

Feeding America is a nationwide network of more than 200 food banks that leads the fight against hunger in the United States. Together, we provide food to more than 37 million people through 61,000 food pantries, soup kitchens, and shelters in communities across America. Feeding America also supports programs that improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit <http://www.feedingamerica.org>. Find us on Facebook at www.facebook.com/FeedingAmerica or follow us on Twitter at www.twitter.com/FeedingAmerica.

Note: According to the USDA, 1.2 pounds of food is the equivalent of one meal. Each dollar donated to Feeding America helps provide nine meals.



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