



Food Lion Launches “Just Desserts” Holiday Bake-Off Competition

November 11, 2013

WINNING BAKER TO RECEIVE \$500 GIFT CARD

Public Company Information:

NYSE: DEG

Food Lion is offering a \$500 gift card to the winner of the company's annual Holiday Bake-Off Competition. This year, the online competition will focus on “Just Desserts.”

Customers are invited to participate in the contest, which runs Oct. 23 through Nov. 12, by submitting their favorite original holiday recipe using at least one Food Lion brand product, along with a photo, to the Food Lion Facebook page. Recipes may be submitted into one of four categories, including cakes, pies, cookies and brownies and miscellaneous desserts.

To enter the contest, customers can visit facebook.com/foodlion, click “like” to become a fan of the Food Lion page and then click the contest tab. Next, participants should follow the on-screen directions to complete the registration form, upload an original recipe and photo and click “submit.”

At the end of the contest, a public, three-round judging process will be held from Nov. 13 through Nov. 19 to determine a grand prize winner in each of the four recipe categories. During this time, customers can visit the voting gallery on Food Lion's Facebook page to vote for the recipe they believe is the best within each category.

Contest winners will be announced on Nov. 27.

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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