



Food Lion Announces 10 Percent Discount for Active Military and Veterans on Veterans Day

November 8, 2013

Public Company Information:

NYSE: DEG

In honor of Veterans Day on Monday, Nov. 11, Food Lion stores will offer a 10 percent discount to active and retired military personnel to show their support and appreciation for those who are currently serving or have served in the U.S. Armed Forces. To receive the discount, active military, reservists and veterans should present their MVP card at checkout and request the discount.

"Food Lion proudly supports the men and women who have courageously served our country," said Beth Newlands Campbell, president of Food Lion. "On this day when Americans pay tribute to those who protect the freedoms we enjoy every day, we want to honor those who have served our country, and their families, who have made many sacrifices through their military service."

In addition to the in-store discount, the company is also supporting the Wounded Warrior Project, a non-profit organization that honors and empowers wounded heroes. Customers may also contribute to the Wounded Warrior Project by purchasing specially-marked items in Food Lion stores, or purchasing a chip clip or bracelet at the register for \$1.

Food Lion is a longstanding supporter of its military associates and customers. The company provides numerous employment benefits to military associates, adopts families of colleagues who have been called into active duty and donates food and volunteer time at community military events.

In 2010, Food Lion was honored with the Department of Defense's highest honor for employers, the Employer Support of the Guard and Reserves (ESGR) Freedom Award, for its programs and services for military associates.

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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