



Food Lion to Give Free Cupcake to Children Who "Lion-Up" This Halloween

October 29, 2013

Public Company Information:

NYSE: DEG

In celebration of its heritage, Food Lion will give away one free cupcake to any child that comes into a store dressed up as a lion, Thursday, October 31. Little lions and their parents are also encouraged to share photos of their lion costumes on Food Lion's Facebook page or tweet them using the @FoodLion Twitter handle.

Children age 12 and under are eligible to participate. Cupcakes will be offered in the deli/bakery, while supplies last.

The lion has been an important part of the Food Lion brand since 1977.

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) and operates more than 1,100 supermarkets. The company employs approximately 57,000 associates delivering quality products, low prices and service to customers in 10 Southeastern and Mid-Atlantic states. For more information, visit www.foodlion.com.

Contact:

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