



## Food Lion Announces Winners of “Pack in the Savings” Campaign

October 17, 2013

12 Schools Will Be Awarded Grants Up To \$25,000 Each

### Public Company Information:

NYSE: DEG

Today, Food Lion has announced the winners of the “Pack in the Savings” campaign benefitting schools in the company’s operating area. Food Lion plans to present checks to the grand prize winners by the end of October.

The top three schools per Food Lion division whose supporters purchased the most “Pack in the Savings” items will be awarded. The grand prize winner will receive \$25,000, the first place winner, \$10,000, and the second place winner, \$5,000. The winners, per division, are as follows:

### Central Division:

- Grand Prize: Cluster Springs Elementary School; Alton, Va.
- First Place: Tyro Middle School; Lexington, N.C.
- Second Place: Millbridge Elementary School; China Grove, N.C.

### Mid-Atlantic Division

- Grand Prize: Sampson Middle School; Clinton, N.C.
- First Place: Riverwood Elementary School; Clayton, N.C.
- Second Place: Manteo Elementary School; Manteo, N.C.

### Northern Division

- Grand Prize: Stephen Decatur High School; Berlin, Md.
- First Place: Dinwiddie Junior Middle School; Dinwiddie, Va.
- Second Place: George W. Watkins Elementary School; Quinton, Va.

### Southern Division

- Grand Prize: Table Rock Middle School; Morganton, N.C.
- First Place: Startown Elementary School; Newton, N.C.
- Second Place: Fort Mill Elementary School; Fort Mill, S.C.

During this three-week campaign, which ended August 27, customers were able to help local schools enrolled in the Food Lion Classroom Rewards program win a grant up to \$25,000 by registering their MVP card and purchasing items specially-marked with the “Pack in the Savings” tag.

The Food Lion MVP Classroom Rewards program offers schools the opportunity to obtain needed supplies. Shoppers who link their MVP card to a school in the program earn one point for every dollar spent on Food Lion brand products year-round, which the schools can then redeem for educational equipment.

Food Lion donates nearly \$1 million annually to more than 1,400 schools in its 10-state-operating market. The “Pack in the Savings” promotion is in addition to the annual program for schools.

### 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](http://www.foodlion.com).