



Food Lion Rolls Out Digital Improvements to Make Saving on Groceries Easier for Customers

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Food Lion is Largest Grocer in U.S. to Launch New Online Flyer Technology; Joins #16 Ranked Ibotta Mobile App

Public Company Information:

NYSE: DEG

Food Lion has rolled out a series of digital improvements to make saving money on groceries easier for its customers. Food Lion recently became the largest U.S. grocer to launch a new technology provided by Wishabi, a leading technology company that has reinvented the digital flyer, to provide customers with an enhanced online savings experience. Today, Food Lion also joined the Ibotta mobile app to offer customers cash rewards for completing tasks and purchasing featured products.

"We're listening to our customers and they're telling us that digital channels are an important part of their grocery shopping experience, so we're focused on making that easy for them and helping them save more online," said Keith Nicks, director of digital, customer loyalty and retail marketing for Food Lion. "The new, interactive flyer, coupled with the Ibotta app, which works with Food Lion's MVP Card to provide customers with cash rewards, is a recipe for helping our customers experience the savings they're looking for in the digital space."

The new digital flyer enables customers to interact with the online flyer the same way they do with the print flyer, browsing by discount and category and circling their selections and savings with the click of a mouse. It also saves customers time through a new shopping list, which can be printed or emailed.

Through Food Lion's presence on Ibotta, customers can download the Ibotta app, perform a simple task like reading a recipe and earn cash rewards when they shop for featured products at Food Lion stores. Customers can follow four simple steps found at www.foodlion.com/ibotta to register their MVP Card. As customers purchase featured products, rewards automatically populate to their account on Ibotta and can be easily transferred to a PayPal account to be redeemed as cash. According to Consumer Intelligence Research Partners, Ibotta is the #16 most frequently used mobile app in the U.S.

In celebration of the app, Food Lion and Ibotta are automatically entering customers who register their MVP Cards on Ibotta between Oct. 9 and Nov. 9 in a sweepstakes for a chance to win a \$5,000 Magical Family Getaway to Orlando, Fla. Food Lion shoppers who redeem Ibotta offers at Food Lion will receive an additional entry for each offer redeemed.

The launch of the new online flyer and Food Lion's presence on Ibotta are just a couple of the many technology additions and improvements underway at the grocer. Additional online improvements focused on saving customers money will be launched in the coming months.

About Food Lion

Food Lion, based in Salisbury, N.C., is a subsidiary 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.

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