



Food Lion Announces 2013 Fall Football Campaign to Benefit Children's Miracle Network Hospitals®

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Public Company Information:

NYSE: DEG

Food Lion will kick off its Children's Miracle Network Hospitals® Fall Football Campaign, Wednesday, Sept. 4. The campaign will run through Sept. 17 to support local children and their families receiving medical care from 26 children's hospitals.

During the two-week campaign, customers who donate \$1 at the register will receive a paper football to acknowledge their support. Customers can also purchase specially-marked Kellogg's and Procter and Gamble products to support the nonprofit organization. For purchases of specially-marked products during the campaign, Kellogg's and P&G will each make a donation of up to \$50,000 to Children's Miracle Network Hospitals.

"This year, we have already raised \$2.4 million toward our \$4 million goal for Children's Miracle Network Hospitals," said Sherri Webb, Food Lion's community relations manager. "We invite our customers to help us during the next two weeks to collect an additional \$1.6 million to provide critical care to thousands in need through this important organization."

This year marks the 22nd Annual Children's Miracle Network Hospitals campaign at Food Lion stores. Food Lion has supported CMN Hospitals since 1991 and has raised more than \$45 million. Donations to Children's Miracle Network Hospitals create miracles by funding critical research and supplementing medical care to help millions of kids overcome diseases and injuries of every kind.

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

About Children's Miracle Network Hospitals

Children's Miracle Network Hospitals® raises funds for 170 children's hospitals across the United States and Canada, which, in turn, use the money where it's needed the most. When a donation is given it stays in the community, helping local kids. Since 1983, Children's Miracle Network Hospitals has raised more than \$4.7 billion, most of it \$1 at a time. These donations have gone to support research and training, purchase equipment, and pay for uncompensated care, all in support of the mission to save and improve the lives of as many children as possible. Learn more at CMNHospitals.org.

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