



Food Lion Launches "Pack in the Savings" Campaign August 7 to Benefit Local Schools

August 7, 2013

Customers Can Save at Food Lion While Helping School of Choice Win as Much as \$25,000

Public Company Information:

NYSE: DEG

Today, Food Lion launches a three-week "Pack in the Savings" campaign, during which customers can purchase specially-marked items and receive MVP card savings to help schools win a grant up to \$25,000. Twelve grants totaling \$160,000 will be awarded to schools enrolled in the Classroom Rewards program in Food Lion's operating area.

The top three schools per Food Lion division whose supporters purchase the most "Pack in the Savings" items by August 27 will win cash grants. The grand prize winner will receive \$25,000, the first place winner, \$10,000, and the second place winner, \$5,000.

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.

To participate, customers can shop for products specially-marked with a "Pack in the Savings" tag. A complete list of participating products can be found at www.foodlion.com/packinthesavings. Customers can enroll in the Classroom Rewards program by visiting FoodLionMVP Rewards.com to register their MVP card.

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.

Contact:

Food Lion
Courtney James, 704-310-3768, Courtney.James@foodlion.com