



## Food Lion Announces 2013 Summer Campaign to Benefit Children's Miracle Network Hospitals®

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Customers Have Exclusive Access to Specially-Designed Kellogg's Products

### Public Company Information:

NYSE: DEG

Food Lion will kick off its Children's Miracle Network Hospital's® Miracle Summer Balloon Campaign, Wednesday, June 5 to support local children and their families receiving medical care from 27 children's hospitals throughout the company's operating area.

The three-week campaign allows customers to donate \$1 at the register, in exchange for Miracle Balloon. Customers may also donate \$1 at the register in exchange for a bracelet to support the campaign.

"Food Lion stores help Children's Miracle Network Hospitals provide life-saving services and support to more than 17 million children each year," said Sherrii Webb, Food Lion's community relations manager. "What we can accomplish together with our customers is far more powerful than what any single person can do alone. We invite our customer to ensure our local children's hospitals receive the support and services needed to provide critical care to those in need."

Starting June 6, Food Lion customers can purchase specially-designed Children's Miracle Network Hospitals Kellogg's Frosted Flakes®, Rice Krispies Treats®, Cheez-It®, Pringles® and Eggo Waffles®, boxes that will feature six CMN-H children who were treated at hospitals in Florence, S.C., Richmond, Va., Roanoke, Va., Charlotte, N.C., and Greenville, N.C. Kellogg will donate \$1 to the Children's Miracle Network Hospitals® for every four boxes sold, up to \$50,000.

Customers will also have various opportunities throughout the summer to support the campaign by participating in community events where proceeds will be donated to the Children's Miracle Network Hospitals®. The summer campaign ends June 26. Food Lion has supported CMN Hospitals since 1991 and has raised more than \$45 million. Donations to Children's Miracle Network 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](http://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](http://CMNHospitals.org).

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