



## **Food Lion Offers Customers a Chance to Win New Washer and Dryer in “Take a Spin” Contest**

April 16, 2013

**Grocer rewards customers with various prizes for using new private brand laundry detergent**

### **Public Company Information:**

NYSE: DEG

Food Lion is offering a \$1,500 gift card for a washing machine and dryer, as well as a year supply of Home 360™ Advanced Cleaning Laundry Detergent, to the grand prize winner of its “Take a Spin” contest this month.

The promotion, which ends April 30, will award 41 participants various prizes for testing Food Lion’s new private brand Home 360™ Advanced Cleaning Laundry Detergent.

To enter the sweepstakes for the grand prize, Food Lion MVP customers must leave a review of the Home 360™ Advanced Cleaning Laundry Detergent on Food Lion’s website, along with their MVP card number and additional contact information.

In addition, 20 subscribers to Food Lion’s weekly Shoppers’ Companion email newsletter have the opportunity to win one 100 oz. Home 360™ Advanced Cleaning Laundry Detergent. Subscribers may enter by opening their Shoppers’ Companion and following the on-screen entry submission instructions. Five winners will be chosen each week.

The purchase of any Home 360™ Advanced Cleaning item provides an additional entry into the sweepstakes. In addition to the online entry option, customers may mail in their entry for the sweepstakes. Customers can view full details of the promotion online at [www.foodlion.com/takeaspin](http://www.foodlion.com/takeaspin).

Food Lion recently launched the Home 360™ Advanced Cleaning Laundry Detergent, an advanced cleaning detergent that is available in three scents: Fresh Breeze, Classic and Free and Clear.

### **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 11 Southeast and Mid-Atlantic states. For more information, visit [www.foodlion.com](http://www.foodlion.com).