



Food Lion Offers Customers Opportunity to Meet NASCAR's Dale Earnhardt, Jr. as Part of "MVP Race Experience" Promotion

April 10, 2013

Contest Rewards MVP Shoppers Who Use Their Card Now Through April 23

Public Company Information:

NYSE: DEG

Starting today through April 23, Food Lion MVP customers have an opportunity to meet NASCAR® race car driver Dale Earnhardt Jr. by purchasing at least three specially-marked items during a shopping visit.

The two-week promotion gives shoppers the opportunity to take advantage of low prices on 30 of their favorite national brand products. The promotional products are identified by special "Winner's Circle" shelf tags throughout each Food Lion store. A grand prize, two first place and 300 second place winners will be awarded various prizes for their participation.

The grand prize winner will receive a "MVP Race Experience" that includes meeting with Dale Earnhardt Jr., a five-day, four-night trip for two to Charlotte, N.C., tentatively scheduled for May 23 – May 27, 2013. It also includes roundtrip air transportation, race passes and a \$500 Food Lion gift card. Additionally, the grand prize winner will receive pit crew passes to Food Lion Speed Street in May.

Two first place winners will receive \$500 Food Lion gift cards. Three-hundred second place winners will receive \$10 Food Lion gift cards.

In addition to the in-store entries, customers may also mail in an entry for the sweepstakes. All entries must be postmarked by April 23. Customers can view full details of the promotion online at www.FoodLion.com. The promotion is available in all markets.

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.