



Food Lion Launches "Hunger Has a Cure" Campaign to Benefit Feeding America and Its Local Food Banks

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Public Company Information:

NYSE: DEG

Food Lion launches its "Hunger Has a Cure" campaign today to support Feeding America® and its network of local food banks. The two-week campaign, which allows customers to donate in \$1 or \$3 increments at the register, runs through April 16 and will help feed local families in need.

"We know that it's difficult for some families to provide food during the summer, especially since it's a time when food donations typically drop while hunger needs increase," said Sherri Webb, manager of community relations for Food Lion. "Funds raised through this two-week 'Hunger Has a Cure' campaign will provide critical food assistance for local families in need."

Customers can support the "Hunger Has a Cure" campaign by adding a monetary donation of their choice to their total grocery bill at the register. These funds will then be donated to Feeding America®, which is able to help provide eight meals per every \$1 donated. The success of the campaign is based on the amount of donations raised by customers at the register and has the potential to impact more than 40 Feeding America local food banks that serve participating Food Lion communities.

Through efforts such as this, Food Lion raises community awareness of hunger needs, funding for food banks and contributes more than 37 million pounds of food donations annually to Feeding America®.

Food Lion serves as a strong corporate citizen in the communities in which the company operates. Hunger relief is a primary focus as Food Lion assists the community through food donations, foundation giving and corporate campaigns.

Last year, Food Lion's "Hunger Has a Cure" campaign donated more than \$650,000 and 1.1 million pounds of food to help families seeking food assistance through the Feeding America network.

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.

About Feeding America

Feeding America provides low-income individuals and families with the fuel to survive and even thrive. As the nation's leading domestic hunger-relief charity, our network members supply food to more than 37 million Americans each year, including 14 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 61,000 agencies that address hunger in all of its forms. For more information on how you can fight hunger in your community and across the country, visit <http://www.feedingamerica.org>.

Find us on Facebook at [facebook.com/FeedingAmerica](https://www.facebook.com/FeedingAmerica) or follow our news on Twitter at twitter.com/FeedingAmerica.

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