



Food Lion Enters the Final Week of Easter Seals Shop&Care Campaign

March 6, 2013

Customers Can Purchase Specially-Marked Products or Donate Money to support Children and Adults with Disabilities Through March 12

Public Company Information:

NYSE: DEG

Food Lion is entering the final week of its annual Easter Seals Shop&Care fundraising campaign, where customers can donate money to support children and adults with disabilities.

Since the campaign began on Feb. 13, customers have raised \$3.1 million, which is nearly 70 percent of the campaign goal of \$4.5 million. Shoppers have until March 12 to support the campaign by purchasing specially-marked products from more than 100 manufacturers who support Easter Seals' mission to help children, families and adults with disabilities address life's challenges and achieve personal goals.

In addition, customers may make a donation of \$1 or more at checkout. For each at-register donation, customers will receive a coupon booklet with more than \$9.50 in coupons from Proctor & Gamble and Kraft Foods.

In addition, shoppers can purchase specially-marked boxes of General Mills cereals and General Mills will make an additional donation to Easter Seals, up to \$50,000. When cases of store brand, My Essentials, water is purchased, the company will make an additional donation, up to \$250,000.

Easter Seals ensures all funds raised remain within the local communities to benefit residents living with disabilities.

"Food Lion, their customers and their vendors are an incredible community," said Connie L. Cochran, president and CEO of Easter Seals UCP North Carolina & Virginia. "Thanks to their combined support, Easter Seals is able to provide a multitude of services to over 100,000 people ever year living in Food Lion communities."

Food Lion and Reid's customers have helped the companies raise more than \$33 million for Easter Seals since 1991. This support helps Easter Seals provide services for individuals living with autism, developmental, physical and mental disabilities and other special needs. Services include medical rehabilitation, children development centers, camping, respite, job training and employment, adult and senior services and military and veterans services.

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 Southeast and Mid-Atlantic states. For more information, visit www.foodlion.com

About Reid's

Reid's is a subsidiary of Delhaize America, the U.S. division of Brussels-based Delhaize Group (NYSE: DEG) and operates 11 stores in South Carolina. For more information, visit www.reidsgroceries.com

About Easter Seals

Easter Seals is the leading, national non-profit provider of services for individuals living with autism, developmental, physical and mental disabilities and other special needs. For 90 years Easter Seals has offered help and hope to children and adults living with disabilities and to the families who love them. For more information, visit <http://www.shopandcare.com>

"Thanks to their combined support, Easter Seals is able to provide a multitude of services to over 100,000 people ever year living in Food Lion communities."
