



## Food Lion Announces 2013 CIAA Tournament Week Activities

February 20, 2013

### Events Offer Family-Friendly Festivities Including Free "Food Lion Day At the CIAA"

#### Public Company Information:

NYSE: DEG

Food Lion announced today its continued support of the Central Intercollegiate Athletic Association (CIAA) Tournament by sponsoring several events, including the women's tournament, a health and wellness symposium, CIAA Competition and "Food Lion Day at the CIAA" on Friday March 1. All events will be held Feb. 25 through March 2 in Charlotte, N.C.

"Food Lion is honored to be a part of the CIAA's 2013 tournament as a way to show our continued support to the communities in our footprint surrounding the 12 CIAA schools," said Rick LaCroix, Division Vice President for Food Lion's Southern Division. "Our 19-year partnership with the CIAA is a strategic alliance that supports our commitment to education, men's and women's athletics, and diversity and inclusion. Food Lion will offer a number of events focused on education, and health and wellness programs to attendees during CIAA week. We look forward to an exciting tournament this year."

As a corporate CIAA partner, Food Lion will again serve as the title sponsor for the 2013 Food Lion CIAA Women's Basketball Tournament, which begins Tuesday, Feb. 26 and concludes Saturday, March 2 at the Time Warner Cable Arena.

In addition, Food Lion is sponsoring many family-friendly activities, including

•**Food Lion Health & Wellness Symposium:** This three-day event at the Time Warner Cable Arena starts Thursday, Feb. 28 and ends Saturday, March 2. CIAA fans will have the opportunity to attend a Teen Summit, receive health and wellness information, as well as participate in various activities.

•**Food Lion Day at the CIAA:** Food Lion invites its customers and fans to participate in Food Lion Day at the CIAA on Friday, March 1 at the Time Warner Cable Arena. The all-day event will feature interactive games, premium giveaways, and Food Lion's/Coke Zero CIAA Essay and Scholarship check presentations. Each fan attending will receive a free Food Lion/Coca-Cola/CIAA fan towel.

•**Food Lion Miss CIAA Competition:** Food Lion will officially crown Miss CIAA 2013 and present scholarships to the winner and first runner-up on Saturday, March 2 at 11 a.m. on the main floor inside the Time Warner Cable Arena. The event is free. There will be opportunities for media to interview the winner after the crowning.

•**Food Lion & Coke CIAA Sweepstakes Presentation:** Food Lion will announce four (4) grand prize winners of the Food Lion/Coke Zero Consumers Sweepstakes for the 2013 Ultimate CIAA Experience on Saturday, March 2 at the Men's Championship. Winners were selected in a random drawing from among all eligible entries received each time consumers used their Food Lion MVP Card during checkout at participating Food Lion stores while purchasing one (1) 6 pack of .5 liter bottles of any Coca-Cola® product.

•**Taste of Food Lion:** Fans will have a chance to enjoy food product samplings, demonstrations and coupons from vendors at the "Taste of Food Lion" stage Friday, March 1 at 5 p.m. and Saturday, March 2 at noon. The events will be held at the Charlotte Convention Center. The tastings and coupons are free, while supplies last.

All events are free, excluding the basketball tournament games. For more information about Food Lion sponsored activities during this year's tournament, go to [www.foodlion.com](http://www.foodlion.com).

#### 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 58,000 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). Find Food Lion business updates on Twitter @FoodLionNews or at [www.foodlion.com/corporate/pressroom](http://www.foodlion.com/corporate/pressroom).

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