



Food Lion & Children's Museum Of Winston-Salem Commemorate New Exhibit This Weekend

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Festivities Will Start Thursday, Jan. 31 with Press Conference

Public Company Information:

NYSE: DEG

Local Winston-Salem, N.C., Food Lion customers and visitors will have their first opportunity this weekend to experience a new, interactive exhibit to give children a hands-on experience to understand the grocery industry from child's perspective.

"This new Food Lion exhibit will give children an exciting grocery shopping experience, with fun food preparation areas and sophisticated check-out counters that accommodate a wide range of ages," said Elizabeth Dampier, Winston-Salem Museum Executive Director.

Children will be able to go behind miniature-sized counters and cash registers and pretend they are checking out customers. They will also be able to experience three preparation areas to further allow them to imagine they are Food Lion associates.

"Food Lion is proud to launch this interactive exhibit for the community where children can learn first-hand about what it's like to be in a Food Lion grocery store," said Allen Frost, Food Lion's director of operations for the Winston-Salem. "This exhibit will allow them to experience the everyday operations of a grocery store in a fun, interactive way."

The Children's Museum will also launch its Inner Voice Initiative that Celebrates Confidence, Compassion & Choice to help children build self-esteem and confidence, by making mindful decisions, and encourage empathy and compassion for self and others.

The Inner Voice Initiative will inform the museum's programming, including food and wellness events, select story times and crafts and added activities offered throughout the coming year.

A special press conference will be held 10 a.m. at the museum tomorrow. Press will be able to interview Food Lion and museum representatives about the exhibit as well as take photos or video footage of local children interacting with it.

The new Food Lion exhibit opens 10 am. Saturday and closes at 5 p.m. Normal business hours can be found by visiting www.childrensmuseumofws.org.

About Food Lion

Food Lion, based in Salisbury, NC, is a company 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.

About the Children's Museum

The Children's Museum of Winston-Salem is a non-profit 501(c)(3) located at 390 South Liberty Street, Winston-Salem, NC 27101. The Museum enjoys more than 80,000 visits annually, through individual and family visits, programs, events and school field trips. The Children's Museum opened in 2004, and since that time, has enjoyed more than 600,000 visits.

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