



## Food Lion Offers Customers Additional Coupon Savings Through New, Fun Couponing Experience Via Valassis Facebook App

January 14, 2013

Food Lion customers can now receive additional savings by accessing in-store coupons through the company's Facebook page, powered by an app Valassis launched on Facebook Platform.

The new Facebook application also gives consumers the opportunity to share their coupons with "friends" on the social media network. The app provides Food Lion an innovative social media tool to offer exclusive offers on a variety of items, such as My Essentials store brand products.

"At Food Lion, we look for opportunities to leverage technology to enhance our customers' shopping experience," said Steven Saunders, interactive marketing manager at Food Lion. "This new app is easy to use and offers our shoppers a fun way to connect with us and share the savings with friends."

"This app allows brands to deliver value while connecting with their consumers in the social sphere very personally," said Jim Parkinson, Valassis chief digital officer. "It is another way for them to further build and nurture the relationships they have with their consumers all within the Facebook environment."

Customers can access the new coupons by visiting the Food Lion Facebook page at [https://www.facebook.com/foodlion/app\\_197807400349929](https://www.facebook.com/foodlion/app_197807400349929) and click the blue "Savings" tab. For more information on how this app can be customized and its brand application, go to: <http://bit.ly/P2m4ED>.

### 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 <http://www.foodlion.com/corporate/pressroom>.

### About Valassis

Valassis (NYSE: VCI) is a leader in intelligent media delivery, providing over 15,000 advertisers proven and innovative media solutions to influence consumers wherever they plan, shop, buy and share. By integrating online and offline data combined with powerful insights, Valassis precisely targets its clients' most valuable shoppers, offering unparalleled reach and scale. Valassis subsidiaries include Brand.net, a Valassis Digital Company, and NCH Marketing Services Inc. Valassis consumer brands include RedPlum® and save.com. Its signature Have You Seen Me?® program delivers hope to missing children and their families. To learn more, visit [Valassis.com](http://Valassis.com).

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