



Food Lion and General Mills Offer Customers Opportunity to Help Their Local Schools through Box Tops for Education Program

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Public Company Information:

NYSE: DEG

Starting today through Tuesday, Jan. 8, Food Lion shoppers may help their local schools earn up to \$20,000 by collecting box tops from specially-marked General Mills products.

The "Return to School" program offers customers the opportunity to purchase any six specially-marked General Mills products at any Food Lion store, and collect the box tops to earn money for their local school. Food Lion also participates in events throughout the year to support the Box Tops for Education program.

General Mills has administered the Box Tops for Education program for 17 years. Since this time, more than \$475 million has been earned by schools, enriching the education of students across the country.

There are three simple steps that customers may take to help their local schools receive funding from the box tops they collect through Jan. 8. First, customers should clip the box tops found on the select products and then submit the box top coupons to any school that is enrolled in the program. Finally, the school will send a collection of all box tops to General Mills to be redeemed.

Only schools registered in the Box Tops for Education program can redeem the box tops. Each box top is worth 10 cents to the redeeming school, and there is a limit of \$20,000 per school, per school year for box tops redeemed through the clip program.

For more information, visit www.foodlion.com/CommunityOutreach/ForSchools/Boxtops or www.boxtops4education.com for program details.

About Food Lion

Food Lion, based in Salisbury, N.C., 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. Find Food Lion business updates on Twitter @FoodLionNews or at www.foodlion.com/corporate/pressroom.

About General Mills General Mills is one of the world's leading food companies, operating in more than 100 countries. Its brands include Cheerios, Fiber One, Häagen-Dazs, Nature Valley, Yoplait, Betty Crocker, Pillsbury, Green Giant, Old El Paso, and Wanchai Ferry. Headquartered in Minneapolis, Minnesota, USA, General Mills had fiscal 2012 worldwide sales of US \$16.7 billion.