



Food Lion Offers Customers Up to \$10 in Free Groceries Per Visit Starting This Week - Jan. 29

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Public Company Information:
NYSE: DEG

Starting today through Jan. 29, Food Lion shoppers can earn up to \$10 in free groceries every time they buy store brand products.

"Food Lion wants to put money back in customers' pockets by rewarding our loyal customers," said Todd Elledge, Food Lion's marketing manager of 'Our Brands.' "We know that our customers are using more store brand products, and this is one way we can thank them. We also want to provide additional incentive for customers who may not have tried our store brand products."

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Each time customers shop at Food Lion during the Store Brand Super Sale and purchase at least four store brand products using their Food Lion MVP card, they earn a money-saving coupon.

Customers get \$1 in coupons for the first four store brand products they purchase and 25 cents back for each additional store brand product they buy – up to \$10 – during the promotion.

Store-brand products included in the super sale include Food Lion brand, my essentials, Home 360, Home 360 Baby, Home 360 Pet, Healthy Accents, Nature's Place and Taste of Inspirations.

The promotion allows customers to use their MVP loyalty card to take advantage of lower prices available by purchasing their favorite store brand products.

The coupons are redeemable on customers' next grocery bill. Customers can view full details of the promotion online at www.FoodLion.comThe promotion is available in all markets.

About Food LionFood 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 11 Southeastern and Mid-Atlantic states. For more information, visit www.FoodLion.comFind Food Lion business updates on Twitter @FoodLionNews or at www.FoodLion.com/corporate/pressroom.