



Food Lion Goes Mobile With Free iPhone™ Application

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Customers Can Access Coupons, Manage Shopping Lists and Discover New Products through Mobile Connection

Food Lion customers can now access weekly specials, new recipes and store directions right at their fingertips by using their iPhone™, iPad™, and iPod™ device:

"At Food Lion, we are constantly looking for new ways to enhance the shopping experiences of our customers," said David Palmer, Director of Customer Relationship Management and Interactive Marketing. "This new mobile application is user-friendly and makes it easy for our shoppers to connect with us while they are on the go."

The new mobile application, developed in partnership with Mercatus USA, gives customers easy access to weekly specials with the capabilities to build and manage virtual shopping lists, download delicious recipes or locate the closest Food Lion store. Customers can also sign up for the Food Lion MVP loyalty program with the mobile application, giving shoppers added value to their shopping trip.

"Mobile users are now able to take the store with them. They can save time and money either at home, on the go or in the store," said Sylvain Perrier, COO of Mercatus USA Inc.

Anyone can download the new mobile application by visiting the iTunes™ library at <http://itunes.apple.com/app/food-lion/id407019228?mt=8>

About Food Lion Family

The Food Lion family, based in Salisbury, N.C., operates more than 1,300 supermarkets, either directly or through affiliated entities, under the names of Food Lion, Bloom, Harveys or Reid's. These stores meet local customer needs and preferences for the freshest and best quality products. The Food Lion family employs approximately 74,000 associates in 11 Southeast and Mid-Atlantic states. For more information, visit www.foodlion.com.

About Mercatus USA Inc.

At Mercatus, we measure our success by the passionate loyalty that we help our retail clients build with their customers. Our leading-edge designs, technology and underlying platform integrate into business intelligence and other systems to help retailers build more profitable relationships with customers through innovative approaches to shopping. With Mercatus, merchants gain new insight into their business and greater profits. Advertisers have new, multi-channel marketing capabilities. Consumers benefit from a shopping experience that is fast, easy and convenient.

Mercatus USA Inc. is privately held company based in New Jersey. It was established in 2005 as Springboard Inc. by experts in the financial, marketing and technology industries.

SOURCE Food Lion

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