



Food Lion Announces OfficeMax Partnership to Deliver Enhanced School and Office Product Selection to Customers

August 11, 2010 at 4:19 PM EDT

Food Lion family of brands - Food Lion, Bloom, Harveys and Reid's - has selected OfficeMax as the company's supplier of office and school products for its customers.

With this new selection of OfficeMax office and back-to-school items, Food Lion, Bloom, Harveys and Reid's shoppers will find familiar, high-demand items conveniently located in their favorite grocery store. The stores will carry more than 200 OfficeMax products year-round, including award-winning TUL® writing instruments, DiVOGA® style supply products and various grades of OfficeMax brand copy paper. Customers will also find the first class Ascend™ mailing products and high quality [IN]PLACE™ binders. In addition, stores will carry a variety of back-to-school items such as notebooks, school glue and crayons.

"The Food Lion family is very excited about offering the OfficeMax product line at great prices for our customers"

"The Food Lion family is very excited about offering the OfficeMax product line at great prices for our customers," said Ann Raives, Food Lion family Director of Category Management. "This partnership with OfficeMax will provide our customers access to a number of office and school supply products that can be conveniently purchased during their grocery shopping trip."

Bill Zeuch, senior vice president, new business development for OfficeMax said, "OfficeMax retail merchandising expertise is a strong asset for other retail outlets who include office supply products as non-core items. The Food Lion family is a great partner in this new program and we are excited to highlight the new back-to-school product mix with the many loyal Food Lion family customers."

The new products will be displayed in the office and school supply section of the store, as well as merchandised in other store areas as appropriate.

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 OfficeMax

OfficeMax Incorporated (NYSE: OMX) is a leader in both business-to-business office products solutions and retail office products. The OfficeMax mission is simple. We help our customers do their best work. The company provides office supplies and paper, in-store print and document services through OfficeMax ImPress®, technology products and solutions, and furniture to consumers and to large, medium and small businesses. OfficeMax customers are served by approximately 32,000 associates through direct sales, catalogs, e-commerce and more than 1,000 stores. To find the nearest OfficeMax, call 1-877-OFFICEMAX. For more information, visit <http://www.officemax.com/>.

First Call Analyst:

FCMN Contact:

SOURCE: Food Lion

CONTACT: Christy Phillips-Brown, Food Lion, +1-704-310-2221 (office);
Media: William Bonner, +1-630-864-6057; Jennifer Rook, +1-630-864-6057, both
of OfficeMax

Web Site: <http://www.foodlion.com/>