



Delhaize America Launches Great Grocery Giveaway

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Customers Could Win Up To \$250,000; Every Game Card Is A Potential Winner

Delhaize America announced a new promotion today where its customers have the chance to win up to \$250,000 by shopping Delhaize America stores.

Every game card distributed has the potential to be a winning card, and the card could earn customers as much as \$250,000 in prizes. The company expects to award a total of more than \$5 million to approximately 3 million customers during the summer promotion, with prizes ranging from \$1 to \$250,000 per winning card.

All Delhaize America banners are participating in the Great Grocery Giveaway, including Bottom Dollar Food, Hannaford, Sweetbay and the Food Lion family of banners - Food Lion, Bloom, Harveys and Reid's.

The Great Grocery Giveaway will reward customers who shop at any of the company's more than 1,600 stores in 16 states. Customers who shop these supermarkets will receive a scratch-and-win game card for every qualifying transaction.

The promotion started last week and will continue until all game cards are distributed to customers. To participate in the Great Grocery Giveaway, shoppers can:

-- Receive a scratch-and-win game card with every qualifying transaction. Loyalty card customers may receive bonus cards by purchasing Bonus Game card products, which will be noted with bonus signage in the store. -- Scratch off three circles on each card. If the three circles match, customers can scratch the Prize Box to learn what cash prize they have won. Instructions for prize redemption are detailed on the game card. -- A mail-in entry method that does not require a purchase is available. Please see the official rules for details. Official game rules, and other details, are available on all banner Web sites.

This is the first contest promotion involving all Delhaize America banners.

About Delhaize America

Delhaize America is a leading supermarket operator in the United States with more than 1,600 stores in 16 states in the eastern United States. Delhaize America operates under the banners Bloom, Bottom Dollar Food, Food Lion, Harveys, Hannaford Supermarkets, Reid's and Sweetbay, each of which has a distinct strategy and a well-established brand image. Through its multiple banners, Delhaize America is able to target the needs and requirements of specific markets, customize its product and service offerings and maintain strong brand recognition with its local customers. Delhaize America employs approximately 109,000 full-time and part-time associates.

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 Bottom Dollar Food

Bottom Dollar Food, based in Salisbury, N.C., operates 28 stores in North Carolina, Virginia and Maryland. Bottom Dollar Food is a full-shop discount grocer offering the most popular national brands and private brand products at everyday best prices. Bottom Dollar Food is redefining discount shopping with its lighthearted atmosphere and focus on fresh produce and quality meats. For more information, visit www.bottomdollarfood.com.

About Hannaford Supermarkets

Hannaford Supermarkets, based in Scarborough, Maine, operates 176 stores and employs more than 27,000 associates in Maine, Massachusetts, New Hampshire, New York and Vermont. Most Hannaford locations have full-service pharmacies and all stores feature Guiding Stars, the nation's first storewide nutrition navigation system. In 2009, Hannaford became the first supermarket chain in the world to open a store built to the highest standards (Platinum LEED) of the U.S. Green Building Council. For more information visit www.hannaford.com.

About Sweetbay Supermarkets

Sweetbay Supermarkets provides a one-of-a-kind shopping experience, built from the ground up and developed from research in core markets to express the vibrant, exciting and diverse tastes, colors and aromas of food important to Floridians. Sweetbay offers outstanding value, quality and variety, routinely partnering with Florida growers, to bring shoppers the freshest food available in the state. Sweetbay Supermarkets was launched in November 2004 and is headquartered in Tampa, Fla. Sweetbay has 104 stores in Florida. For more information, go to www.sweetbaysupermarket.com.

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