



Food Lion, Bloom, Bottom Dollar Food and Reid's Launch Local Feeding America Food Bank Drive

April 29, 2010

'Hunger Has a Cure' Campaign Hopes to Provide 3.5 Million Meals to Those in Need

Food Lion, Bloom, Bottom Dollar Food and Reid's have launched the "Hunger Has a Cure" Spring Funds Drive to support Feeding America's local food bank members. The campaign, which allows customers to donate in \$1 or \$3 increments, runs through May 11.

"As a grocer, we want to help our neighbors who are struggling to feed their families," said Chris Blumenthal, manager of community affairs for Food Lion family of banners and Bottom Dollar Food. "The need for food assistance is at an all-time high and we are proud to work with Feeding America to help eliminate hunger in our communities."

When purchasing goods, customers can add a \$1 or \$3 donation to their total grocery bill. These funds will then be donated Feeding America which is able to provide approximately seven meals per every \$1 donated. The donations will be available at the registers of all Food Lion, Bloom, Bottom Dollar Food and Reid's stores.

Through efforts such as this, as well as year-round food donations, Food Lion annually donates approximately 28 million pounds of food to Feeding America.

"We have a long-standing partnership with Feeding America," added Blumenthal. "Since 2000, we have donated more than 200 million pounds of product to Feeding America and its affiliated food banks."

Food Lion, Bloom, Bottom Dollar Food and Reid's serve as caring neighbors and strong corporate citizens in the communities in which they operate. Through corporate and foundation giving campaigns carried out by its more than 1,300 stores, local programs and individual associate involvement, these banners support their communities and numerous nonprofit organizations. In 2009, more than \$55 million of food, money and other items were donated to the community.

About Food Lion Family

The Food Lion family of banners, 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 Feeding America

Feeding America provides low-income individuals and families with the fuel to survive and even thrive. As the nation's leading domestic hunger-relief charity, our network members supply food to 37 million Americans each year, including nearly 14 million children and nearly 3 million seniors. Serving the entire United States, more than 200 member food banks support more than 61,000 agencies that address hunger in all of its forms. For more information on how you can fight hunger in your community and across the country, visit www.feedingamerica.org.

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