



Food Lion Family of Banners and Bottom Dollar Food Stores to Participate in Earth Hour

March 26, 2010

Center Store Lights Will Dim for One Hour; Stores Will Remain Open

This Saturday, the Food Lion Family of Banners and Bottom Dollar Food will participate in Earth Hour by reducing the amount of lights used in the store's center aisle section in more than 1,300 stores for one hour, beginning at 8:30 p.m. All stores will remain open for business during this time.

"The Food Lion Family of Banners and Bottom Dollar Food have a long-standing commitment to protecting the environment and reducing energy consumption in the markets we serve," said Robert Canipe, senior vice president of Corporate Development and Corporate Responsibility. "Our participation in Earth Hour is a part of our overall work as a leader in energy reduction initiatives and environmental stewardship."

This year will be the company's third year of participation in Earth Hour, with the number of participating stores gradually increasing each year. Additionally, all associates are encouraged to participate in Earth Hour at home by turning off all non-essential lights and taking all appliances off of standby. Appliances such as mobile phone chargers, computer monitors, printers and televisions that are left on standby, or plugged in but not in use, account for up to 10 percent of the average household's electricity use.

The Food Lion Family of Banners and Bottom Dollar Food are also involved in a number of environmentally friendly initiatives, including encouraging customers to use reusable bags and through recycling significant amounts of paper and plastic every year. The company recently opened its first LEED-certified store, a Food Lion, in Columbia, S.C.

Customers can read more about Food Lion's environmental initiatives at www.foodlion.com/greenstore.

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.

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SOURCE: Food Lion Family of Banners and Bottom Dollar Food

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