



Food Lion Announces New, Lower Prices

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Food Lion announced today it is lowering prices throughout its stores on thousands of items customers buy most.

"Food Lion has a long-standing heritage of delivering low prices to its customers," said Cathy Green, president of the Food Lion family of banners. "In today's economic environment, we know price, more than ever, matters to our customers. We estimate customers can save up to 25 to 30 percent on their total grocery bill by taking advantage of new, lower prices, as well as MVP promotions. We have always helped our customers save on their groceries and now we are helping customers save even more through our new, lower prices."

Over the next several weeks, customers will see lower prices throughout the store, in addition to weekly savings on promotional items with the company's MVP loyalty card. The company is lowering prices on various products throughout its stores in categories such as milk, bread, produce, meat, juice, cereal, canned goods, detergent, paper products and pet food.

"Our actions today demonstrate our commitment to continuing to distinguish Food Lion as a low price leader in the markets we serve," said James Egan, senior vice president of Food Lion. "We want to serve our customers by having great prices, quality products, delivering great service and providing convenient locations."

Food Lion customers can save money by following these key tips: -- Look for our new, lower price tags throughout the store. -- Purchase private brand products, which cost less than national brand products but are equivalent in quality. -- Use coupons when you shop. -- Stock up on MVP promotion items each week. -- Enroll in Shoppers' Companion, Food Lion's weekly e-mail to MVP customers. -- Participate in text programs for special offers and coupons, available at www.foodlion.com -- Look for special deals throughout our store, such as Meal Deals where you can purchase meals for a family of four for under \$10.

Food Lion will advertise the new lower prices in-store as well as on its Web site at www.foodlion.com. Customers may visit stores for more details.

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.

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SOURCE: Food Lion Family of Banners

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