



Beth Newlands Campbell Named President of Hannaford

February 1, 2010

Beth Newlands Campbell is the new president of Hannaford Supermarkets. The promotion is effective today as part of organizational changes announced in January by Delhaize Group.

Newlands Campbell, formerly an executive vice president at Hannaford, led the creation and implementation of Hannaford strategy.

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"Beth is an absolutely outstanding retail and community leader," said Ron Hodge, CEO of Delhaize America Operations. "She will lead Hannaford in strengthening its bonds with customers around value, health and ease in their shopping experiences."

Newlands Campbell joined Hannaford Supermarkets more than 20 years ago as part of its industry-leading Retail Management Training program. She learned food retailing and the art and science of leading people at more than 15 Hannaford Supermarkets early in her career.

"I am pleased and excited to have this opportunity to lead Hannaford and to create value for our customers," she said. "Hannaford is committed to the everyday low prices, fresh food, service and reliability that help our shoppers live well."

Newlands Campbell sees a strong connection between community leadership and leadership in food retailing. She led the United Way of Greater Portland's community campaign in 2008 and serves on its board. Her other community commitments include service on the boards of the Boys & Girls Clubs of Greater Portland, MaineHealth and the Riding to the Top Therapeutic Riding Center. She also is a member of the International Women's Forum of Maine and Cornell University's Undergraduate Business Program Advisory Council.

Newlands Campbell's career includes leadership experience in marketing, human resources, research, corporate development and strategy. She appreciates the special role Hannaford plays, both as a food retailer and a longstanding community partner.

"We have operated for more than 125 years as an essential link in our communities, and we appreciate both the business and the trust people have placed in us," she said.

Newlands Campbell is a native of Pittsford, N.Y., and attended Cornell University in Ithaca, N.Y. She graduated from Cornell's College of Agriculture and Life Sciences with a degree in business management and marketing from the Food Industry Program.

About Hannaford Supermarkets

Hannaford Supermarkets, based in Scarborough, Maine, operates 171 stores under the Hannaford Supermarket and Hannaford Supermarket and Pharmacy names.

Hannaford is known for its low prices, quality produce, meat and deli products and outstanding customer service. Health magazine named Hannaford among its top 10 healthiest grocery stores in the United States, citing local product offering and affordability. The company is the only U.S. retailer recognized as a "Platinum Best Employer for Healthy Lifestyles" by the National Business Group on Health.

Hannaford stores also feature Guiding Stars, a simple tool to help customers locate the most nutritious foods in the store quickly and easily. This summer, the company 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.

Founded in 1883 in Maine, Hannaford today employs more than 27,000 associates. For more information, visit www.hannaford.com.

First Call Analyst:

FCMN Contact:

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CONTACT: Michael Norton, +1-207-885-3132, for Hannaford Supermarkets

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