



Meg Ham Named President of Bottom Dollar Food

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Ham Will Lead Growth Initiatives; Stores Will Double in 2010

Bottom Dollar Food announced today that Meg Ham has assumed the role of President for Bottom Dollar Food. The announcement is part of a new U.S. structure announced last month by Delhaize Group.

In her new role, Ham will lead all banner operations for Bottom Dollar Food, including store financial performance, merchandising, pricing, customer service and marketing. In addition, she will oversee Bottom Dollar Food's market expansion, including previously announced plans to significantly increase the number of stores in 2010.

"Meg is in a unique position to lead Bottom Dollar Food through a significant growth expansion over the next several years," said Ron Hodge, CEO of Delhaize America. "As we look to ensure we have a solid presence in the growing soft-discount grocer sector, Meg's proven leadership skills, combined with her extensive industry experience and proven track record of success, make her the ideal leader to expand upon the positive momentum created at Bottom Dollar Food."

Bottom Dollar Food currently has 28 stores in North Carolina, Virginia and Maryland. Bottom Dollar Food is a full-shop discount grocer providing the most popular national brands, fresh produce and quality meats at the best prices in a lighthearted atmosphere.

"Consumers are placing a greater focus on price and value, and we believe the Bottom Dollar Food banner has tremendous opportunity to serve the thrifty consumer searching for quality products at great value," said Ham. "There are certain markets that are underserved by low-cost grocers, and we believe we have a unique position to attract customers in this sector. Bottom Dollar Food redefines the discount grocer model by offering national brands and private-label products, in addition to fresh produce and quality, fresh-cut meats, at discount prices. We look forward to bringing the Bottom Dollar Food brand to select markets in the future."

Ham most recently served as Senior Vice President of Bottom Dollar Food. Previously, she held roles of increasing responsibility, including Senior Vice President of Brand Operations for Food Lion LLC, and senior vice president of Dry Merchandising, with responsibilities for perishable and non-perishable product procurement and merchandising. Prior to working with Food Lion, Ham was with Hannaford Supermarkets for more than 10 years, where she served as vice president of Southeast Merchandising and director of Non-foods Merchandising.

Ham earned a bachelor's degree in business management and marketing from Cornell University.

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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