



Cathy Green Named President of Food Lion Family of Banners

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Green will oversee Food Lion, Bloom, Harveys and Reid's

Food Lion announced today that Cathy Green assumes leadership of the Food Lion family of banners, which includes Food Lion, Bloom, Harveys and Reid's. The announcement is part of a new U.S. structure announced last month by Delhaize Group.

In her new role, Green will lead all banner operations for the Food Lion family, including store financial performance, merchandising, pricing, customer service and marketing.

"Cathy is an outstanding leader with significant retail expertise," said Ron Hodge, CEO of Delhaize America Operations. "Her in-depth knowledge of the grocery industry will significantly benefit the Food Lion family of banners. She is a leader who operates with the customer in mind, focused on delivering excellent service, quality products and lower prices to our customers. Her leadership will be visible to customers and associates through her drive and passion for the business."

Green most recently served as Chief Operating Officer (COO) for Food Lion LLC, where she was responsible for overseeing operations for Food Lion, Bloom, Bottom Dollar Food, Harveys and Reid's. Prior to being named COO, Green served Food Lion as senior vice president for the chain's northern retail operations and previously as senior vice president of fresh merchandising, distribution and quality assurance. Green joined Food Lion in 2002 from its sister grocery chain, Hannaford Supermarkets, where she held the title of vice president of fresh merchandising.

"I look forward to delivering the great prices that customers in our 11-state operating area have come to expect from the Food Lion family of banners," said Green. "In today's economy, our consumers are placing great demands on their grocery store, and we are here to serve their needs and save them money every time they shop our stores. We remain strongly committed to serving our customers and ensuring we deliver a rewarding and meaningful shopping experience."

Green's position as one of the top leaders in the industry is evidenced by her being named a 2007 Top Woman in Grocery by Progressive Grocer, one of Supermarket News' Power 50 in 2009 and in January 2010, she was named one of Mass Market Retailer's Most Influential Women in Mass Market Retailing. Green recently served as chair of the Steering Committee of the Produce Traceability Initiative (PTI), working to create alignment among various constituents participating in the program and ensuring guidelines and milestones were set for the initiative to be implemented by the food industry. She continues to be involved with PTI's progress and was awarded The Packer's 2008 Produce Marketer of the Year award because of her work with PTI.

Green also serves on the national Board of Directors for the Network of Executive Women (NEW) and is a member of the national Board of Governors for Children's Miracle Network.

Green holds a bachelor's degree in management and marketing from the University of Maine

and completed coursework in strategic retail management at the College of William and Mary.

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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