



Food Lion Banners and Bottom Dollar Food Donate \$50,000 for Haiti Earthquake Relief

January 18, 2010

Donation will help fund American Red Cross relief efforts; Customers can learn more about how to help by visiting the company Web sites

Food Lion, Bloom, Harveys, Reid's and Bottom Dollar Food announced today a \$50,000 American Red Cross donation to assist victims of the recent earthquake in Haiti.

"Our thoughts are with those who are affected by this tragedy in Haiti, as well as victims' friends and family members who live in the communities we serve," said Chris Blumenthal, Community Affairs Manager. "Our company, and our associates and customers, have a long-standing history of responding to natural disaster relief efforts through financial donations, as well as food, water and other supplies. We are eager to support community and international needs for the Haiti relief effort, including this donation to the American Red Cross."

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The \$50,000 donation will be made to the American Red Cross to help support disaster relief and rebuilding efforts following this week's earthquake in Haiti. Customers wishing to contribute to relief efforts can do so by visiting www.RedCross.org. Learn more at www.FoodLion.com/HaitiRelief, www.ShopBloom.com/HaitiRelief, www.bottomdollarfood.com/HaitiRelief or www.harveys-supermarkets.com/HaitiRelief.

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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