



## Food Lion Kicks Off Annual Holiday "Hunger Has a Cure" Campaign

November 14, 2012

Grocer Aims to Raise One Million Pounds of Food for Local Food Banks

### Public Company Information:

NYSE: DEG

Starting today, Food Lion is launching its tenth annual "Hunger Has a Cure" campaign to support Feeding America® and its local member food banks. The campaign, which gives customers the opportunity to donate money, canned good items and purchase ready-made food boxes, runs through Dec. 25.

"Food Lion's 'Hunger Has a Cure' campaign helps alleviate hunger in our communities," said Sherri Webb, community relations manager for Food Lion. "During our holiday food drive, Food Lion and our customers hope to donate one million pounds of food locally, and raise \$100,000 during our at-register campaign, to serve local food banks in our communities. We look forward to helping local food banks provide warm and nutritious meals to those in need this holiday season."

Food Lion has ready-made food boxes, which contain five items of private-label products, and are available at all Food Lion stores for \$4.99 each, while supplies last. All stores will have a designated food collection area where customers can place the food boxes or other non-perishable items. Customers also have the opportunity to make cash donations at the register. All food donations remain locally in the community.

So far this year, the company donated more than 29 million pounds of food to local food banks. The "Hunger Has a Cure" Campaign has raised more than \$7.7 million in food and donations to assist families since the food drive began in 2002.

### About Food Lion

Food Lion, based in Salisbury, N.C., is a subsidiary of Delhaize America, the U.S. division of Brussels-based Delhaize Group (NYSE: DEG) and operates more than 1,100 supermarkets.

The company employs approximately 58,000 associates delivering quality products, low prices and service to customers in 11 Southeastern and Mid-Atlantic states. For more information, visit [www.foodlion.com](http://www.foodlion.com).

### About Feeding America®

Feeding America® provides low-income individuals and families with the fuel to survive and even thrive. As the nation's leading domestic hunger-relief charity, our network members supply food to more than 37 million Americans each year, including 14 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 61,000 agencies that address hunger in all of its forms. For more information on how you can fight hunger in your community and across the country, visit <http://www.feedingamerica.org>. Find us on Facebook at [facebook.com/FeedingAmerica](https://www.facebook.com/FeedingAmerica) or follow our news on Twitter at [twitter.com/FeedingAmerica](https://twitter.com/FeedingAmerica).

### Contact:

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