



## Food Lion, Unilever, General Mills and The Hatfield Family Fund Support Local Military Through “Thanks-for-Giving” Program

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### Public Company Information:

NYSE: DEG

Operation Homefront-Carolinas is helping local military families in Fayetteville, N.C., and Jacksonville, N.C., as they prepare for this year's Thanksgiving holiday.

The non-profit organization is partnering with Food Lion, Unilever and General Mills to provide one bag of perishable and non-perishable foods to families on Nov. 10. Only military families that are pre-registered will be able to take advantage of the donation which will include turkey, dressing, cranberry sauce, pies and more.

The “Thanks-for-Giving” program, which is in its second year, was made possible because of a \$20,000 donation from The Hatfield Family Fund, which is being matched by \$20,000 from Unilever and a product donation from Food Lion and General Mills.

“This year many troops have returned or will be coming home in time for the holidays,” said Jane Weaver-Sobel, Executive Director with Operation Homefront-Carolinas. “Our young enlisted families will have to adjust to reductions in their pay without the extra deployment and combat pay in their paycheck. This program offers relief and support to hundreds of Carolina military families during this time of readjustment and transition.”

To register for the Nov. 10 distributions, military families in Fayetteville, N.C., and Jacksonville, N.C., are asked to go to the Operation Homefront-Carolinas website at [www.operationhomefront.net](http://www.operationhomefront.net)

### About Operation Homefront - Carolinas

Serving North and South Carolina, Operation Homefront provides emergency assistance and morale programs for our troops, the families they leave behind and wounded warriors when they return home. At the core of its mission, Operation Homefront provides financial help, including paying for mortgage, rent, car repair, home repair, and simply putting food on the table, when enlisted deployed and wounded military have a crisis of unforeseen expenses. Other morale programs include the annual Back to School Brigade, Thanks for Giving, Adopt a Family, Holiday Meals, Holiday Toys, Baby Showers, Care Packages and more. Non-profit Tax ID #32-0033325. Operation Homefront - Carolinas, 4728 Park Road, Suite A, Charlotte, NC 28209, 704.5257.3063, Email - [Carolinas@operationhomefront.net](mailto:Carolinas@operationhomefront.net). Web - [www.operationhomefront.net](http://www.operationhomefront.net)

### About Food Lion

Food Lion, based in Salisbury, N.C., is a company 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 10 Southeastern and Mid-Atlantic states. For more information, visit [www.foodlion.com](http://www.foodlion.com).

### About General Mills

General Mills is one of the world's leading food companies, operating in more than 100 countries. Its brands include Cheerios, Fiber One, Häagen-Dazs, Nature Valley, Yoplait, Betty Crocker, Pillsbury, Green Giant, Old El Paso, and Wanchai Ferry. Headquartered in Minneapolis, Minnesota, USA, General Mills had fiscal 2012 worldwide sales of US \$16.7 billion.

### About Unilever North America:

Unilever is one of the world's leading suppliers of fast moving consumer goods with strong operations in more than 100 countries and sales in 190. With products that are used over two billion times a day around the world, we work to create a better future every day and help people feel good, look good and get more out of life with brands and services that are good for them and good for others. In the United States and Canada the portfolio includes brand icons such as: Axe, BeceL, Ben & Jerry's, Bertolli, Breyers, Caress, Clear Scalp & Hair Therapy, Consort For Men, Country Crock, Degree, Dove personal care products, fds, Good Humor, Hellmann's, I Can't Believe It's Not Butter!, Just for Me!, Klondike, Knorr, Lever 2000, Lipton, Magnum, Motions, Nexus, Noxzema, Pond's, Popsicle, Promise, Q-tips, Ragu, Simple, Skippy, Slim-Fast, Soft & Beautiful, St. Ives, Suave, tcb, TIGI, TRESemmé, Vaseline, and Wish-Bone. All of the preceding brand names are trademarks or registered trademarks of the Unilever Group of Companies. Dedicated to serving consumers and the communities where we live, work and play, Unilever employs more than 13,000 people across North America –generating over \$9 billion in sales in 2011. For more information visit [www.unileverusa.com](http://www.unileverusa.com).

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