



Food Lion to Surprise a Local Charlotte, N.C., Neighborhood with Free Groceries on Oct. 13

September 17, 2012

Customers Have until Sept. 28 to Nominate Their Local Neighborhood for the Contest

Public Company Information:

NYSE: DEG

Food Lion: (NYSE: DEG):

What:

Food Lion will surprise one neighborhood in Charlotte, N.C., with free groceries from its my essentials store brand product line on Oct. 13. Local residents may nominate their neighborhood via the company's Facebook page through Friday, Sept. 28.

Who:

Charlotte residents and Food Lion associates

Where:

Food Lion's Facebook page

When:

Now until Friday, Sept. 28 – Local residents may nominate a neighborhood for the surprise through Friday, Sept. 28. On Saturday, Oct. 13, Food Lion will unveil the winning neighborhood by surprising residents with a free grocery delivery.

Details:

On Saturday, Oct. 13, Food Lion is surprising a neighborhood in Charlotte, N.C., with free groceries from its my essentials store brand product line that will be delivered to residents' front doors. Neighbors will have the opportunity to select among a variety of household staples to fill their pantries. During the course of the morning, the company expects to give away 2,000 my essentials products. Click here to view the neighborhood delivery contest page: www.facebook.com/foodlion.

In addition, Food Lion also plans to donate \$20,000 to local Charlotte non-profit organizations as part of Operation Grocery Drop. The three nonprofits will be announced in the coming weeks.

Follow the Operation Grocery Drop excitement on Twitter via hashtag #GroceryDrop. Find Food Lion business updates and news on Twitter at @FoodLionNews.

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.