



Food Lion Launches September "Kickoff For Kids" Campaign to Raise \$5 Million for Children's Miracle Network Hospitals®

September 5, 2012

Public Company Information:

NYSE: DEG

Starting today through Sept. 18, customers can make a tremendous difference in the lives of children and their families by purchasing \$1 football balloons at their local Food Lion stores to support Children's Miracle Network Hospitals®.

To participate, customers may donate \$1 at the register, in exchange for signing their name on a football balloon. The company hopes to raise an additional \$1.2 million for children who receive care at 32 regional Children's Hospitals.

Food Lion sponsored various summer community events and held a miracle balloon campaign in June, which raised \$3.8 million. So far, the campaign is on track to meet its \$5 million goal.

In addition to the football balloon campaign, customers may also support CMN-H by purchasing specially-designed Kellogg's Frosted Flakes®, Pop Tarts® and Cheez-It® boxes that feature five CMN-H children who were treated at hospitals in Richmond, Va., Washington, D.C., Greenville, N.C., Baltimore, Md., and Columbia, S.C. Kellogg will donate \$1 to the Children's Miracle Network Hospitals® for every four boxes sold, up to \$50,000.

Food Lion has supported CMN Hospitals since 1991 and has raised more than \$40 million. Donations to Children's Miracle Network create miracles by funding critical research and supplementing medical care to help millions of kids overcome diseases and injuries of every kind.

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.

About Children's Miracle Network Hospitals

Children's Miracle Network Hospitals® raises funds for more than 170 children's hospitals across North America, which, in turn, use the money where it's needed the most. When a donation is given it stays in the community, ensuring that every dollar is helping local kids. Since 1983, Children's Miracle Network Hospitals has raised more than \$4 billion, most of it \$1 at a time. These donations have gone to support research and training, purchase equipment, and pay for uncompensated care, all in support of our mission to save and improve the lives of as many children as possible.