



Food Lion Announces Winning Nonprofit of “Lion’s Share” of \$20,000 Donation in Operation Grocery Drop Online Voting Contest

August 13, 2012

Grocer to Present Checks to Three Raleigh, N.C., Area Organizations on Wednesday, Aug. 15

Public Company Information:

NYSE: DEG

Food Lion announced today the winning non-profit organization in its recent Operation Grocery Drop online voting contest to donate \$20,000 to Raleigh, N.C., area charities. On Wednesday, company representatives will present \$10,000, or the “lion’s share” of the donation, to the winning agency – the SPCA of Wake County.

In the online voting contest held June 16 through June 30, customers had the opportunity to vote for their favorite charity between the Food Bank of Central & Eastern North Carolina, Operation Homefront of North Carolina and the SPCA of Wake County. More than 4,110 total votes were submitted, and the SPCA of Wake County took the lead with 2,003 votes. The food bank collected 1,456 votes and Operation Homefront of North Carolina received 653 votes.

Company representatives will present checks to each of the respective agencies at **10 a.m. on Wednesday, Aug. 15**, at the Food Lion store located at **3415 Avent Ferry Road** in Raleigh, N.C. The SPCA of Wake County will receive the largest contribution, and the food bank and Operation Homefront of North Carolina will each receive \$5,000.

“Operation Grocery Drop was a fun way for us to surprise a local neighborhood, and we were excited to kick off our first ‘drop’ in the Raleigh area,” said Mike Hall, Food Lion director of operations. “We thank our customers for their participation in the online voting contest, and we are pleased to present the \$20,000 donation to the three non-profit agencies for their remarkable work serving the Raleigh community.”

On Saturday, June 16, Food Lion surprised the Pine Knoll Townes neighborhood in Raleigh, N.C., with free groceries from its my essentials store brand product line. The groceries were delivered to residents’ front doors, and neighbors had the opportunity to select among a variety of household staples to fill their pantries, and Food Lion also provided more than \$10 in coupon savings for my essentials items to each family. During the course of the morning, the company gave away approximately 2,000 my essentials products and coupons to more than 100 families. In addition to the online voting contest and neighborhood surprise, Food Lion also “dropped” more than 700 pounds of food to the local food bank to support local families in need as part of the Raleigh Operation Grocery Drop.

Food Lion recently surprised a neighborhood in Richmond, Va., with free groceries on Saturday, Aug. 11, and expects to award one of three Richmond charities with a similar contribution. The grocer will surprise other communities in its footprint throughout the remainder of the year, and additional neighborhoods will be announced in the near future.

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). Food Lion operates more than 1,100 supermarkets in 10 Southeastern and Mid-Atlantic states, and employs approximately 57,000 associates. For more information, visit www.foodlion.com.

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