



New Specially-Marked Children's Miracle Network Hospitals Kellogg's Frosted Flakes®, Pop-Tarts® and Cheez-It® Boxes Feature Five Pediatric Hospital Patients and will Raise up to \$50,000

June 5, 2012

Co-Branded Boxes Will Be Sold Exclusively In Food Lion Stores

Public Company Information:

NYSE: DEG

Beginning June 6, Food Lion stores will exclusively carry specially-designed Children's Miracle Network Hospitals® Kellogg's Frosted Flakes®, Pop-Tarts® and Cheez-It® boxes. Kellogg will donate \$1 for every four boxes sold, up to \$50,000.

The specially-designed packages highlight five Children's Miracle Network Hospital patients:

- Carsten, who battled leukemia and was treated at Children's National Medical Center in Washington, D.C.
- Michelle, who battled a rare blood disorder and was treated at Vidant Children's Hospital in Greenville, N.C.
- Bridget, who battled a heart defect and was treated at The Johns Hopkins Children's Center in Baltimore, Md.
- Kyla, who battles cerebral palsy and was treated at Children's Hospital of Richmond at VCU in Richmond, Va.
- Seth, who battled leukemia and was treated at Palmetto Health Children's Hospital in Columbia, S.C.

"We are so pleased that Food Lion and Kellogg Company are working together to help share the message that children's hospitals rely on community support and to raise much-needed funds that will benefit millions of kids."

"These inspiring pediatric patients are just five of the 17 million kids treated at Children's Miracle Network Hospitals each year," said John Lauck, president and CEO, Children's Miracle Network Hospitals. "We are so pleased that Food Lion and Kellogg Company are working together to help share the message that children's hospitals rely on community support and to raise much-needed funds that will benefit millions of kids."

From June 6-26, Food Lion customers can also purchase paper Miracle Balloons at the register, with proceeds benefiting the Children's Miracle Network Hospital in their community. In exchange for a suggested \$1 donation, customers will receive a coupon good for \$5 dollars off certain products. Food Lion has been a national corporate sponsor of Children's Miracle Network Hospitals since 1991 and has raised more than \$40 million for children's hospitals.

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.

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 57,000 associates delivering quality products, low prices and service to customers in 10 Southeastern and Mid-Atlantic states. For more information, visit www.foodlion.com.