



Food Lion Announces 2012 Summer Campaign to Benefit Children's Miracle Network Hospitals®

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Grocer Sets \$5 Million Goal to Raise by Sept. 30

Public Company Information:

NYSE: DEG

Food Lion will kick off its Children's Miracle Network Hospital's® Miracle Summer Balloon Campaign, Wednesday, June 6 to support local children and their families receiving medical care from 32 children's hospitals.

The four-week campaign allows customers to donate \$1 at the register, in exchange for \$5 coupons that can be used for produce, milk or Magnum ice cream, at all Food Lion stores. The summer campaign ends June 26. A similar campaign will be held in the fall.

"At Food Lion, we are passionate about children's health and wellness issues," said Kyle Price, division vice president for Food Lion Triangle region and Food Lion CMN-H Campaign Executive Sponsor. "We are pleased to help this organization for the 21st year by raising critical funds needed to help this organization make a tremendous difference in the lives of children and their families in our communities."

In addition to selling the Miracle Summer Balloons, customers will have various other opportunities to help.

Starting June 6, Food Lion customers can purchase specially-designed Children's Miracle Network Hospitals® *Kellogg's Frosted Flakes®*, *Pop Tarts®* and *Cheeze-It®* boxes that will 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.

Customers will also have various opportunities throughout the summer to support the campaign by participating in community events where proceeds will be donated to the Children's Miracle Network Hospitals®.

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 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.

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.

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