



Food Lion Announces Hunger Has a Cure Campaign to Benefit Feeding America®

April 4, 2012

Campaign Hopes to Help Provide 1.2 Million Meals to Those in Need

Public Company Information:

NYSE: DEG

Food Lion will hold its Hunger Has a Cure Campaign, starting today to support Feeding America's network of local food banks. The two-week campaign, which allows customers to donate in \$1 or \$3 increments at the register, runs through April 17. Customers may also donate any other amount of their choice.

"As a grocer, we want to help our neighbors who are struggling to feed their families," said Bill Garcia, manager of community relations for Food Lion. "During the summer months, food donations typically drop while hunger needs increase. Funds raised through this two-week campaign will help close the gap and provide critical assistance to families in need."

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Customers can support the Hunger Has a Cure Campaign by adding a monetary donation of their choice to their total grocery bill at the register. These funds will then be donated to Feeding America, which is able to help provide eight meals per every \$1 donated. All Food Lion stores are participating in the campaign.

Through efforts such as this, Food Lion raises community awareness of hunger needs, funding for food banks and contributes more than 37 million pounds of food donations annually to Feeding America. Last year, with the support of our generous customers, the Hunger Has a Cure Campaign raised \$440,000 and 1.4 million pounds of food to help families seeking food assistance through the Feeding America network.

Food Lion serves as a trusted neighbor and strong corporate citizen in the communities in which the company operates. Through foundation giving and corporate campaigns carried out by its more than 1,200 stores, local programs and individual associate involvement, these banners support their communities and numerous nonprofit organizations.

About Food Lion

Food Lion, based in Salisbury, N.C., is a subsidiary 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 Southeast and Mid-Atlantic states. For more information, visit www.foodlion.com.

About Feeding America

Feeding America provides low-income individuals and families with the fuel to survive and even thrive. As the nation's leading domestic hunger-relief charity, our network members supply food to more than 37 million Americans each year, including 14 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 61,000 agencies that address hunger in all of its forms. For more information on how you can fight hunger in your community and across the country, visit <http://www.feedingamerica.org>.

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