



## **Food Lion Offers Customers \$5 Discount to View Famous Mummies of the World Exhibition**

February 23, 2012

The World's Largest Collection of Real Mummies and Related Artifacts is Now on Display at Discovery Place

### **Public Company Information:**

NYSE: DEG

Food Lion customers can now take advantage of a special offer of \$5 off full-price ticket and audio guide packages for Mummies of the World at Discovery Place in Charlotte, N.C., through March 23. The discount, exclusively presented to Food Lion customers, is available in the weekly circular and online.

The famous exhibition, which made its southern U.S. premiere at Discovery Place and is now entering its final weeks, gives customers a once-in-a-lifetime opportunity to experience a collection of more than 150 specimens including real human and animal mummies and related artifacts from around the world.

Through modern science, and engaging interactive and multi-media exhibits, the exhibition reveals how the scientific study of mummies provides a window into the lives of ancient people, offering insights into past cultures and civilizations.

It also demonstrates that mummification – both through natural processes and intentional practices – has taken place all over the globe, from the hot desert sands of South America to remote European moors and bogs.

Customers can download the special-offer coupon by going to <http://www.foodlion.com/Promotions> or can find it in the Food Lion weekly circular. Shoppers are limited to one discount per coupon. The four-week promotion ends on March 23. Full price admission to the exhibit plus an audio guide is \$29 for adults, \$23 for children ages 2-13 and \$25 for students and seniors.

### About Delhaize America

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.

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