



## Food Lion, Harveys and Reid's Announce Discount for Active Military and Veterans on Veterans Day

November 9, 2011

Companies Will Offer 10 Percent Discount for Active Military and Veterans

In honor of Veterans Day on Friday, Nov. 11, Food Lion, Harveys and Reid's stores will offer a 10 percent discount to active and retired military personnel to show their support and appreciation for those who are currently serving or have served in the U.S. Armed Forces. To receive the discount, active military, reservists and veterans should request the discount at check-out along with their MVP card.

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**"We proudly support the men and women who have served our country"**

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"We proudly support the men and women who have served our country," said Cathy Green Burns, president of Food Lion, Harveys and Reid's. "On this day when Americans will pay tribute to those who protect the freedoms we enjoy every day, we wanted to take meaningful action by giving back to our associates and customers who have courageously defended our country and made many sacrifices through their military service."

In addition to the 10 percent discount for active military and veterans, 1,283 Food Lion, Harveys and Reid's stores, along with the company's corporate offices, and distribution and transportation centers, will sign the United States Department of Defense Employer Support for the Guard and Reserve's (ESGR) Statement of Support on Nov. 11 at 11 a.m. This is the largest, one-time signing of ESGR's Statement of Support, and it allows us to proudly acknowledge our commitment to all of our associates who serve in the Guard and Reserve.

The company is also making a \$134,000 donation to the Wounded Warrior Project, a non-profit organization with the single mission to honor and empower our wounded heroes.

Food Lion, Harveys and Reid's have been long-standing supporters of military associates and customers. The companies support military associates by providing numerous benefits policies, adopting colleague families who have been called into active duty, donating food and volunteering during community military events, and establishing a Veterans and Military Business Resource Group. In 2010, Food Lion was honored with the Department of Defense's highest honor for employers, the ESGR's Freedom Award, for its programs and services for military associates.

### 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 11 Southeast and Mid-Atlantic states. For more information, visit [www.foodlion.com](http://www.foodlion.com).

### About Harveys

Harveys is an affiliate of Delhaize America, a subsidiary of Brussels-based Delhaize Group (DEG) (NYSE:DEG). Harveys operates 71 stores in Georgia, Florida and South Carolina. For more information go to [www.harveys-supermarkets.com](http://www.harveys-supermarkets.com)

### About Reid's

Reid's is a subsidiary of Delhaize America, the U.S. division of Brussels-based Delhaize Group (NYSE: DEG) and operates 11 stores in South Carolina. For more information, visit [www.reidsgroceries.com](http://www.reidsgroceries.com).