



Food Lion Offers Customers Additional Savings through MVP Big Deal

October 12, 2011

Two-week Promotion Gives Shoppers the Opportunity to Save Up to an Additional \$15 on Grocery Bills

Food Lion customers can save big starting today by earning up to an additional \$15 in savings per shopping trip when they purchase at least 10 MVP Big Deal grocery items.

During the two-week promotion, MVP customers who purchase 10 participating products will receive additional savings on their grocery bills, including:

When a shopper purchases 10 MVP Big Deal products, \$5 will be deducted instantly.

When a customer purchases 20 MVP Big Deal products, \$10 will be deducted instantly.

When a customer purchases 30 MVP Big Deal products, \$15 will be deducted instantly.

Shoppers can find a complete list of participating products either by going to their local Food Lion or by downloading a list at www.foodlion.com. The promotion will run through Oct. 25.

MVP Big Deal savings is in addition to the already everyday low prices Food Lion offers to its customers. The grocer also features a variety of coupon options for customers, from in-store coupon kiosks that customers use their MVP Card to obtain special in-store savings to leveraging www.foodlion.com to access our "Click to Card" feature, which enables customers to load coupons on their MVP Card without having to present paper coupons at the register.

About Food Lion

The Food Lion family, based in Salisbury, N.C., operates more than 1,200 supermarkets, either directly or through affiliated entities, under the names of Food Lion, Harveys or Reid's. These stores meet local customer needs and preferences for the freshest and best quality products. The Food Lion family employs approximately 62,500 associates in 11 Southeast and Mid-Atlantic states. For more information, visit www.foodlion.com

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