



Food Lion Offers Customers Opportunity to Help Schools through MVP Classrooms Rewards Program

September 20, 2011

With school officially back in session, Food Lion customers can raise money for the school of their choice by participating in the MVP Classroom Rewards Program.

When customers shop with their MVP Card, a portion of their grocery bill spent only on qualified Food Lion brand products is automatically credited to the shoppers' local school of choice. Qualified brands include my essentials, Healthy Accents, Home 360, On The Go Bistro, Nature's Place, Smart Option, Taste of Inspirations and Butcher's Brand products.

Food Lion will credit dollars spent on qualified brands back to the participating schools. Donations up to \$2,500 will be distributed three times per year to schools in April, August and December.

"Food Lion is committed to supporting the local communities that we serve," said Food Lion Community Relations Manager Bill Garcia. "Last year, we donated more than \$500,000 to schools through the Classroom Rewards program. We look forward to surpassing this amount during the 2011-2012 school year."

To enroll, customers can go to www.foodlion.com to link their MVP cards to their favorite schools.

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

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