



## Bloom Goes Mobile with Free iPhone™ Application

June 28, 2011 at 5:54 PM EDT

Guests Can Access Recipe Database, Weekly Specials, and Personalize Shopping

SALISBURY, N.C., June 28, 2011 /PRNewswire/ -- Bloom guests can now access weekly specials, search recipes, manage shopping lists and find their nearest Bloom with just a touch of a few buttons on their iPhone™, iPad™ and iPod™ device:

"At Bloom, we look for opportunities to leverage technology to enhance our guests shopping experience," said Tammy DeBoer, Vice President of Bloom. "This new mobile application, from Mercatus, is user-friendly and makes it easy for our shoppers to connect with us and plan family meals."

The new mobile application, developed in partnership with Mercatus Technologies, gives guests easy access to weekly specials with the capabilities to build and manage virtual shopping lists and view delicious recipes through the grocer's Taste Mapper system.

"Our customized solutions are real-world proven to achieve the goals of visionary retailers like Bloom who want to carry their overall brand experience along with key services within an engaging mobile app," said Sylvain Perrier, COO of Mercatus USA Inc.

Bloom's new free mobile app is just one of many new offerings the grocer is making to enhance shopping experiences for its guests. Bloom recently unveiled a greater selection of healthier foods at value prices and a gluten-free center filled with hundreds of items.

Anyone can download the new free mobile application by visiting the iTunes™ library <http://itunes.apple.com/us/app/bloom/id440784223?mt=8>.

### About Bloom

Bloom is a subsidiary of Brussels-based Delhaize Group (NYSE: DEG). It operates 49 stores in the Southeast Virginia and Washington, D.C. areas. For more information, visit [shopbloom.com](http://shopbloom.com)

### About Mercatus

Mercatus enables retailers and advertisers to achieve competitive advantage, boost brand equity, and improve financial performance. Leveraging Mercatus Smart Shopping Technology on a cross-channel marketing level, retailers and advertisers achieve the ultimate one-to-one relationship with shoppers throughout their buying cycle -- from intent to influence to purchase. See the bigger picture at <http://mercatus technologies.com/>

SOURCE Bloom

---

**"Our customized solutions are real-world proven to achieve the goals of visionary retailers like Bloom who want to carry their overall brand experience along with key services within an engaging mobile app"**

---