



Harveys Awards Five Customers With Gift Cards Up to \$1,000 in Its Hometown Educational Rewards Contest

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Customers Purchases Helped Local Schools Earn Points to Purchase Free Educational items

SALISBURY, N.C., June 3, 2011 /PRNewswire/ -- Harveys Supermarket recently awarded up to \$1,000 in store gift cards to five of its customers for participating in the grocer's Hometown Educational Rewards program.

"This is such an easy thing to do"

This program allows parents and supporters to link their Harveys Hometown Rewards Key to up to two local schools. Each time customers shop with their personal Rewards Key, the school automatically earns points towards their share of \$250,000 in free educational equipment. Customers were entered into the contest after they purchased certain items and scanned their personal Rewards key.

"This is such an easy thing to do," said Grand Prize contest winner Mozelle Yawn of Hazlehurst, Ga. "I do not know why everyone doesn't do it," she said.

As the grand prize winner, Yawn won a \$1,000 Harveys gift card and an iPod Shuffle. Other winners were as follows:

- Deana Bibb, of Sandersville, Ga., won a \$500 Harveys gift card and iPod shuffle.
- Tammy Griffin, of Tifton, Ga., won a \$250 Harveys gift card and iPod shuffle.
- Tiffany Branch, of Hazlehurst, Ga., won a \$125 Harveys gift card and an iPod shuffle.
- Bobbie Purser, of Brunswick, Ga. won a \$125 Harveys gift card and an iPod shuffle.

All customers received their prizes at a recent presentation inside of their favorite Harveys Supermarket location.

About Harveys

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

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