



Harveys Launches Free Groceries Sweepstakes

April 1, 2011 at 5:48 PM EDT

One Customer Could Win Free Groceries for a Year

SALISBURY, N.C., April 1, 2011 /PRNewswire/ -- Harveys announced a new promotion today for its Hometown Rewards customers that will award one customer free groceries for a year.

Customers can scan their Rewards key cards once a day at the in-store coupon key-osks, and they will be entered for a chance to win free groceries. Customers also can instantly win one of more than 5,000 free national and private brand items starting today through April 26. Free items will be awarded in the form of a coupon on the customer's Key-osk coupon sheet which must be redeemed on the day it is issued.

No purchase is required to win. Complete rules for this Sweepstakes may be reviewed at participating stores and <http://www.harveys-supermarkets.com/Promotions/rules>

Customers can participate in this sweepstakes at participating Harveys stores in Georgia, Florida and South Carolina.

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

SOURCE Harveys Supermarket