



Food Lion Customers Take Advantage of Using In-Store Coupon Kiosks as Additional Way to Save Money

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Based on increased in-store coupon usage, Food Lion is planning to add more MVP Savings Center kiosks inside their stores to help customers immediately start saving money on their grocery bills.

"In these difficult economic times, Food Lion is committed to providing our customers with the lowest prices on the best brands," said David Palmer, Director of Customer Relationship Management and Interactive Marketing. "We have seen a much higher coupon redemption rate among our MVP customers with the MVP Savings Center kiosks when compared to other traditional channels."

Since introducing the new MVP Savings Center kiosks inside Food Lion stores last year, kiosk coupons have up to five times the redemption rate when compared to coupons delivered via traditional distribution channels. Based on these positive results, Food Lion is planning to expand the service to other store locations.

The MVP Savings Center kiosks are easy to use. As shoppers enter a store, they simply scan their personal MVP Card at the kiosk and within seconds receive their personalized coupons based on their household's shopping history. The targeted offers typically expire on the day they are issued, providing additional impulse to redeem and save.

Money saving coupon kiosks can also be found at Bloom (Price Snipper Station), and at Harveys (Harveys Hometown Rewards Key-osk).

About Food Lion Family

The Food Lion family, based in Salisbury, N.C., operates more than 1,300 supermarkets, either directly or through affiliated entities, under the names of Food Lion, Bloom, 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 74,000 associates in 11 Southeast and Mid-Atlantic states. For more information, visit www.foodlion.com.

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