



Food Lion Offers 10 Percent Discount for Active, Retired and Honorably Discharged Military Personnel on Veterans Day

November 11, 2016

GROCER TO DONATE \$300,000 TO HOPE FOR THE WARRIORS®

In honor of Veterans Day, Friday, Nov. 11, Food Lion stores will offer a 10 percent discount to active, retired and honorably discharged military personnel to show their support and appreciation for those who are serving or have served in the United States Armed Forces.

To receive the discount, active military, veterans and their families should present their MVP card, along with military identification, if available, at the time of checkout. Customers will then receive 10 percent off their entire grocery bill. This offer is valid on Friday, Nov. 11, only. The discount does not apply to the purchase of alcohol, tobacco, gift cards, lottery, postage stamps or services.

"I'm proud for the opportunity to show our gratitude for the men and women who risk their lives to serve our country every day," said Meg Ham, president of Food Lion. "We consider our military and veteran customers our neighbors, friends and in many cases, our family. It's an honor to be able to show our thanks for the many sacrifices they have made for our country by providing this discount to military and their families."

Also on Veterans Day, Food Lion will donate \$300,000 to Hope For the Warriors in order to help feed those in need this holiday season.

A longstanding supporter of its military associates and customers, Food Lion provides a number of support services to military associates, as well as adopts families of colleagues who have been called into active duty and helps to feed veterans in need through its Food Lion Feeds hunger-relief platform.

In 2010, due to the grocer's immense military support, Food Lion was honored with the Department of Defense's highest honor for employers, the Employer Support of the Guard and Reserves (ESGR) Freedom Award, for its programs and services for military associates.

About Food Lion

Food Lion, based in Salisbury, N.C., since 1957, has nearly 1,000 stores in 10 Southeastern and Mid-Atlantic states and employs more than 65,000 associates. By leveraging its longstanding heritage of low prices and convenient locations, Food Lion is working to own the easiest full shop grocery experience in the Southeast, anchored by a strong commitment to affordability, freshness and the communities it serves. Through Food Lion Feeds, the company has committed to provide 500 million meals to individuals and families in need by the end of 2020. Food Lion is a company of Delhaize America, a U.S. division of Amsterdam-based Royal Ahold Delhaize Group. For more information, visit www.foodlion.com.

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