



Food Lion MVP Customers Can Earn Up to \$10 in Free Groceries during "Our Brands Payday Promotion" in Select Markets

May 18, 2016

Grocer Offers Savings on More Than 7,000 Store Brand Products through May 31

Now through May 31, Food Lion MVP Customers can earn up to \$10 in free groceries every time they buy store brand products at more than 200 locations in the greater Wilmington, Greenville and Raleigh, N.C., markets.

Each time a customer shops at a participating Food Lion store during the "Our Brands Payday Promotion" and purchases at least four store brand products using their personal MVP card, they earn a money-saving coupon. The coupon is redeemable on the customer's next grocery bill.

Customers receive a \$1 coupon for the first four store brand products they purchase, and an incremental 25 cents for each additional store brand product they buy. Shoppers can purchase up to 40 store brand items to earn a maximum of a \$10 coupon in one shopping trip. The deal can be repeated as many times as desired through May 31.

A full list of participating store is available [here](#). Store brand products included in the promotion include Food Lion brand, Nature's Place, Taste of Inspirations, Home 360, Home 360 Pet, Home 360 Baby, Cha Ching and Healthy Accents. Random weight items are not eligible for the promotion. Customers can view full details of the promotion online at <http://www.foodlion.com>.

About Food Lion

Food Lion, based in Salisbury, N.C., since 1957, has more than 1,100 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, the U.S. division of Brussels-based Delhaize Group (NYSE: DEG). For more information, visit www.foodlion.com.

###

Contact:

Courtney James: 704-310-3768; Courtney.james@foodlion.com