



Food Lion Announces In-Store Digital Coupon Partnership with Mood Media through Jan. 1

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Customers to Receive Digital Coupons When They "Shazam" Songs in Stores

Public Company Information:

NYSE: DEG

Now through Jan. 1, customers can access digital coupons through the Shazam app on their smartphones while grocery shopping in stores. Food Lion has partnered with Mood Media Corporation on the campaign, which is helping customers gain additional savings on their groceries this holiday season.

Food Lion

"At Food Lion we're always looking for more ways for our customers to save while grocery shopping," said Keith Nicks, director of loyalty and digital marketing. "We believe this is an easy and fun way to do just that during the busy holiday season, while continuing to make groceries more affordable for our customers.

The service is available at all Food Lion grocery stores. To access digital coupons, customers should open their Shazam app when grocery shopping and use the phone to "Shazam" music in the store. As they do, shoppers will be directed to Food Lion's MVP Coupon Hub where they can access digital coupons that are immediately loaded onto their MVP card and redeemed at check out.

"Leveraging Mood's existing audio infrastructure, our exclusive Presence beacon technology and the popular Shazam app, we are able to provide Food Lion with a compelling solution that encourages direct mobile interaction with the brand, enhancing the in-store experience and customer loyalty," said Jaime Bettencourt, Senior Vice President of Premier Sales and Account Management for Mood. "Mobile is a vital touch point and channel to build highly tailored and personal connections with customers, and Food Lion is an innovative brand that really understands that."

Mood announced its partnership with Shazam and launched Shazam In-Store, powered by Mood, in Nov. 2014. With more than 700 million downloads worldwide and 120 million monthly mobile active users, Shazam is one of the most popular apps in the world.

About Food Lion

Food Lion, based in Salisbury, N.C., since 1957, has 1,100 stores in 10 Southeastern and Mid-Atlantic states and employs more than 66,000 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.

About Mood Media Corporation

Mood Media Corp. (TSE: MM) is the largest provider of Experience Design solutions. With more than 500,000 active client locations around the globe, Mood enhances the customer experience through interactive mobile marketing, audio, visual and sensory solutions. Mood's clients include businesses of all sizes and market sectors, from the world's most recognized retailers and hotels to quick-service restaurants, local banks and thousands of small businesses. For more details: <http://us.moodmedia.com/>.

About Shazam

Shazam is one of the world's most popular apps, used by more than 120 million people each month to magically connect to the world around them. Building on its pioneering leadership in music identification, Shazam now helps people discover, interact with, and share video, audio, or printed content on TV, radio, movie screens, magazines, newspapers, packaged goods, and retail stores -- and now Shazam lets music fans follow their favorite artists to see their Shazams and share in the thrill of discovery. The app has exceeded 20 billion total Shazams since its launch, and users Shazam over 20 million times each day. Follow us on Twitter @shazam or for more information, visit www.shazam.com.

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