



Food Lion Lowers Prices on Thousands of Items

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Grocer Makes Savings Easier for Customers with New In-Store Signage

Public Company Information:

NYSE: DEG

Food Lion has announced significant investments in prices throughout its stores by lowering prices on thousands of items that are most important to customers as the grocer taps into its longstanding heritage of low prices and convenient locations. The price reductions also include new, easier ways for Food Lion customers to save brought to life by new signage throughout the store.

"Affordable prices and great deals are a significant part of our heritage at Food Lion and the reason why we have invested further to bring our customers even lower prices," said Meg Ham, president of Food Lion. "Today's announcement is not only about making grocery shopping more affordable for our customers, but also making it easier, as we have redesigned our in-store signage so customers can easily identify savings throughout the store."

The price reductions are based on extensive customer research of frequently purchased items, such as everyday staples like apple juice, peanut butter, frozen vegetables, canned beans and household items like paper towels, detergent and much more. Food Lion customers can take advantage of the new savings starting today throughout our stores.

Every day, customers will be able to identify "Ways to Save" by using three easy-to-spot signs:

- **Hot Sale:** Food Lion's top weekly MVP specials, and the best prices throughout the store, only available with an MVP card.
- **WOW:** Lower prices on thousands of items that matter most to our customers, offered for longer periods of time.
- **Low Price:** Essential items throughout the store, priced affordably every day.

The price investments are an extension of Food Lion's "Easy, Fresh and Affordable. You Can Count on Food Lion Every Day!" strategy. Other components of the strategy customers can experience in all of Food Lion's 1,100 stores are an expanded assortment of products and a renewed focus on customer service brought about by new customer-centric training for Food Lion's 63,000 associates. In 2014, the company remodeled the first 76 stores as part of its Easy, Fresh and Affordable strategy in the Wilmington and Greenville, N.C., markets and will complete an additional 160 stores in the greater Raleigh, N.C., market by the end of 2015. All of Food Lion's stores will be remodeled in markets over time to make shopping easy, fresh and affordable for customers.

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 63,000 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:

Food Lion
Christy Phillips-Brown, APR
704-310-2221
cphillips-brown@foodlion.com

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