



Food Lion Set To Launch Annual Easter Seals Shop&Care Fundraising Campaign to Assist Children and Adults with Disabilities

February 12, 2013

Customers Can Purchase Specially-Marked Items or Donate at Register February 13 through March 12

Public Company Information:

NYSE: DEG

Food Lion will launch its annual Easter Seals Shop&Care fundraising campaign tomorrow, aimed at raising millions of dollars to assist children and adults with disabilities in Food Lion's more than 1,100 stores. The campaign will run Feb. 13 through March 12.

Customers may participate by purchasing specially-marked products from more than 100 manufacturers who support Easter Seals' mission to help children, families and adults with disabilities address life's challenges and achieve personal goals. In addition, customers may make a donation of \$1 or more at checkout. For each at-register donation, customers will receive a coupon booklet with more than \$9.50 in coupons from Proctor & Gamble and Kraft Foods.

In addition, shoppers can purchase specially marked boxes of General Mills cereals and General Mills will make an additional donation to Easter Seals, up to \$50,000. When cases of Food Lion's store brand, My Essentials, water is purchased, the company will make an additional donation, up to \$250,000.

"Food Lion is a proud supporter of Easter Seals and we value our longstanding partnership with this meaningful organization," said Sherri Webb, community relations manager of Food Lion. "We are honored to support the mission of providing help, hope and independence to children and adults living with disabilities."

Easter Seals ensures all funds raised remain within the local communities to benefit residents living with disabilities.

"We are grateful to the Food Lion family, and especially their customers, for making a difference in the lives of children, adults and families managing disabilities and mental health challenges," said Connie L. Cochran, President and CEO of Easter Seals UCP North Carolina & Virginia. "Our 22-year partnership is evidence that Food Lion is a great corporate citizen and is passionate about making a difference in local communities."

Food Lion and its customers have helped raise more than \$33 million for Easter Seals since 1991. This support helps Easter Seals provide services for individuals living with autism, developmental, physical and mental disabilities and other special needs. Services include medical rehabilitation, children development centers, camping, respite, job training and employment, adult and senior services and military and veterans services.

About Easter Seals

Easter Seals is the leading, national non-profit provider of services for individuals living with autism, developmental, physical and mental disabilities and other special needs. For 90 years Easter Seals has offered help and hope to children and adults living with disabilities and to the families who love them. For more information, visit <http://www.shopandcare.com>.

About Food Lion

Food Lion, based in Salisbury, N.C., is a subsidiary of Delhaize America, the U.S. division of Brussels-based Delhaize Group (NYSE: DEG) and operates more than 1,100 supermarkets. The company employs approximately 57,000 associates delivering quality products, low prices and service to customers in 10 Southeastern and Mid-Atlantic states. For more information, visit <http://www.foodlion.com>.

Contact:

Easter Seals of North Carolina and Virginia
Amy Beros, +1-919-865-8840, amy.beros@eastersealsucp.com;
or
Food Lion
Benny L. Smith, +1-704-310-4077, blsmith@foodlion.com

"Food Lion is a proud supporter of Easter Seals and we value our longstanding partnership with this meaningful organization"
