

A LETTER FROM CATHY GREEN BURNS PRESIDENT OF FOOD LION



Dear Neighbors,

It's a new day at Food Lion!

For many years, we've had the pleasure of serving millions of customers in your area. We recently asked you about the type of shopping experience you want. We listened to you. We heard you. And we thank you — for your honest and candid feedback.

Based on what you told us, we've made some changes to improve the overall shopping experience we deliver to you every day. When you shop with us, you'll find:

- Lower prices on 6,000 additional items
- A wider selection of store brand products
- Easier and convenient shopping with new shopping carts, cleaner aisles, faster checkouts and brighter parking lots
- Fresher produce

I'm personally inviting you to visit your local Food Lion and see for yourself the things we've done to improve the store for you and your family. Once you visit, let us know how we're doing. Tell your store manager what you think about the changes we've made, call us toll-free at 800-210-9569 or visit www.foodlion.com/customerservice. We want to hear from you about your new Food Lion.

Come visit us to get your Lion's Share of savings. We hope to see you soon.

Sincerely,

Cathy Green Burns
President, Food Lion

GET YOUR LION'S SHARE.

