



Food Lion Selects Engauge Digital to Relaunch Website

ATLANTA (June 26, 2008) - - Engauge Digital, the Interactive Center of Excellence within the Engauge enterprise (www.engauge.com), has been selected by Food Lion, LLC, a part of the Delhaize Group, to relaunch the company's website. Food Lion is one of the largest supermarket chains in the United States, operating 1,300 supermarkets in 11 Southeastern and Mid-Atlantic states.

"Engauge Digital's expertise in developing a deep understanding of customers and their online behavior will be a tremendous asset as we plan our relaunch," said Mike Haaf, SVP Sales, Marketing and Business Strategy for Food Lion. "Our focus continues to be providing quality products at great prices for our customers, and we look forward to working with Engauge Digital to create a knowledge-based website to best service our customers online."

As a part of the relaunch, Engauge Digital will conduct behavioral research that will serve to define the online audience and their needs, as well as how to increase traffic to, and activity on, the website. The relaunch will also encompass user experience strategy in order to design a website with optimal visual design, information architecture and usability.

"We're excited to build an online presence for Food Lion LLC that compliments their dedication to their customers by offering visitors a compelling, value-driven experience with the Food Lion brand," said Jeff Hilimire, President of Engauge Digital.

About Food Lion LLC Food Lion LLC is a subsidiary of Brussels-based Delhaize Group (NYSE: DEG). Food Lion LLC operates more than 1,300 supermarkets, either directly or through affiliated entities, under the names of Food Lion, Bloom, Bottom Dollar Food, Harveys and Reid's. These stores meet local customer needs and preferences for the freshest and best quality products. Food Lion LLC employs approximately 73,000 associates in 11 Southeast and Mid-Atlantic states.

About Engauge Engauge is a marketing agency founded by Halyard Capital, in partnership with Stan Rapp, formed to unite the power of digital, traditional, and direct marketing. At Engauge, brilliant minds from diverse disciplines come together in a uniquely structured environment to encourage true collaboration and profitable results. Each entrepreneurial center of excellence at Engauge retains its core specialization and can access expertise throughout the enterprise when a holistic solution is required. Engauge's proprietary creative thinking process develops transformational ideas that change minds, revitalize brands, and improve bottom lines. Engauge's clients include Best Buy For Business, The Coca-Cola Company, The Home Depot, InterContinental Hotels Group, International Delight, Land O'Lakes, Logitech, Mars, Perkins Restaurants, Pert Plus, Sony, the State of Georgia, Sure, TiVo, Turner Broadcasting, UPS, and WellPoint. Its staff of 300 associates is located in Atlanta, Austin, Columbus, Orlando, and Pittsburgh. Learn more about Engauge at www.engauge.com. Contact Engauge Digital (formerly Spunlogic) at 404-601-4321.

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