

Food Lion Selects Retail Solutions to Share Demand Data with Suppliers

Food Lion to Leverage Retail Solutions Demand Signal Management to Share Point-of-Sale and Inventory Data

Sunnyvale, CA – June 24, 2008 – Retail Solutions Inc., the leading solution provider helping consumer product goods (CPG) companies create value with retailer data, today announced that Food Lion LLC, a subsidiary of Delhaize America operating more than 1,300 stores in 11 Southeast and Mid-Atlantic states, will start sharing point-of-sale (POS) by store, by day and by SKU using Retail Solutions Demand Signal Management (DSM).

“We chose Retail Solutions because their offering enables our suppliers to immediately and effectively leverage our data to drive improvements in our joint supply chain,” said Pete Bonneau, Vice President of Efficiency and Productivity, Food Lion. “Retail Solutions’ technology and services provide an effective solution to share near real-time data in a way that enables suppliers to take immediate action.”

Using Retail Solutions DSM, Food Lion has already started sharing with its suppliers one of the richest data sets in the industry, including not only POS and inventory data daily, by store and by item, but also many data points at the warehouse level, including shipment, ordering and receipt data. Suppliers get access to near real-time data that is automatically converted to their own format, item master and hierarchies. This helps ensure suppliers can use the data as soon as it is available – rather than spending time cleansing and harmonizing it.

“We are delighted to support Food Lion’s supplier collaboration initiatives through this program,” said Jared Schrieber, Vice President, Products and Services, Retail Solutions. “Retail Solutions has proven experience in supporting retailer data sharing efforts to drive business results. Our expertise and the resources we allocate to onboarding large supplier communities will result in a faster, more effective roll-out for this program, ensuring Food Lion and its suppliers can focus on collaborative uses of the data that result in higher sales, greater profitability and lower inventories.”

Retail Solutions Demand Signal Management is the most widely used retail platform for near real-time POS data sharing and analytics. More than 110 consumer goods companies trust Retail Solutions to analyze data from more than 20 different retailers, including seven of the top ten US retailers – on a single web-based, software-as-a-service

(SaaS), user-friendly tool, without any upfront investment.

“Suppliers have a pivotal role in supporting Food Lion,” said Troy Prothero, Supply Chain Manager, Food Lion. “Sharing data is a critical component of our strategy – it is the means by which both Food Lion and its supplier community create a single version of the truth to build a more efficient and effective supply chain. Retail Solutions provides our suppliers and us the right set of tools to proactively work together improving our joint operations.”

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About Retail Solutions Inc.

Retail Solutions applies science to retailer data. Retail Solutions, formed when T3Ci acquired the VeriSign RDS business unit, develops and delivers a comprehensive suite of Software-as-a-Service (SaaS) solutions that turn retailer data, such as point-of-sale (POS), supply chain, merchandiser feedback and EPC data into actionable visibility into the store and onto the shelf.

Leading companies such as Bausch & Lomb, Bayer, Colgate-Palmolive, Clorox, HP, Kao Brands, Kraft, Novartis, Procter & Gamble, Reckitt-Benckiser, Schering-Plough Corp., Stemilt and Unilever trust Retail Solutions to grow their retail sales, maximize in-store operation productivity, plan and execute more effective promotions, reduce their costs and join efforts with retail partners to improve shelf availability and consumer satisfaction. Please visit <http://www.retailsolutions.com> for more information.

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. See www.FoodLion.com.

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Media and Analyst Contact Information:

Victoria Sian
Marketing Communications Manager, Retail Solutions
+1 408.541.5260
victoria.sian@retailsolutions.com