

A Bit about Bloom

Bloom was born in late summer 2004, a product of more than two years of international consumer research. A cross-functional team comprised of executives from areas such as marketing, engineering, advertising, operations, finance, and our European sister company from Belgium, studied customer behaviors, wants and needs. The result was a new concept designed with the grocery shopper in mind.

For example, Bloom features interactive informational kiosks with Bloom's *Breeze*™ technology, which, for example, allows guests to locate products, select wines and recipes, and print their own personal shopping list using their password.

Bloom focuses on convenience, exceptional quality and superior customer service. Bloom stores vary in size between 30,000 and 40,000 square feet and offer more than 30,000 products. Bloom's innovative store design, simplified merchandising and advanced technologies make shopping convenient and hassle-free while providing exceptional variety and great prices

Bloom currently has 52 stores, located in North and South Carolina, Maryland and Virginia. Bloom is a banner of Food Lion LLC, a subsidiary of Delhaize America, the U.S. division of Brussels-based Delhaize Group (NYSE:DEG).