

ACQUISITION OF TREASURY SHARES

BRUSSELS, Belgium, March 18, 2016 – Delhaize Group discloses information with respect to the acquisition of treasury shares in accordance with Belgian law.

Delhaize Group acquired the following number of shares in an off-exchange transaction pursuant to a share buy-back program managed by a credit institution for the purchase of Delhaize Group shares in order to satisfy exercises of stock options granted to management:

Purchase date	Number of shares purchased	Unit purchase price (EUR)
March 9, 2016	2 104	71.84
March 9, 2016	18 259	66.29
March 9, 2016	22 311	54.11

This credit institution makes its decisions to purchase Delhaize Group shares independently of, and without influence by, Delhaize Group with regard to the timing of the purchases.

More information on the company's share buyback program can be found on the website www.delhaizegroup.com.

» Delhaize Group

Delhaize Group is a Belgian international food retailer present in seven countries on three continents. At the end of 2015, Delhaize Group's sales network consisted of 3,512 stores. In 2015, Delhaize Group posted €24.4 billion (\$27.1 billion) in revenues. In 2015, Delhaize Group posted €366 million (\$407 million) in net profit (Group share). At the end of 2015, Delhaize Group employed approximately 154,000 people. Delhaize Group's stock is listed on NYSE Euronext Brussels (DELB) and the New York Stock Exchange (DEG).

This press release is available in English, French and Dutch. You can also find it on the website <http://www.delhaizegroup.com>. Questions can be sent to investor@delhaizegroup.com.

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CAUTIONARY NOTE REGARDING FORWARD LOOKING STATEMENTS

Statements that are included or incorporated by reference in this press release and other written and oral statements made from time to time by Delhaize Group and its representatives, other than statements of historical fact, which address activities, events and developments that Delhaize Group expects or anticipates will or may occur in the future, are "forward-looking statements" within the meaning of the U.S. federal securities laws that are subject to risks and uncertainties. These forward-looking statements generally can be identified as statements that include phrases such as "guidance," "outlook," "projected," "believe," "target," "predict," "estimate," "forecast," "strategy," "may," "goal," "expect," "anticipate," "intend," "plan," "foresee," "likely," "will," "should" or other similar words or phrases. Although such statements are based on current information, actual outcomes and results may differ materially from those projected depending upon a variety of factors, including, but not limited to, changes in the general economy or the markets of Delhaize Group, in strategy, in consumer spending, in inflation or currency exchange rates or in legislation or regulation; competitive factors; adverse determination with respect to claims; inability to timely develop, remodel, integrate, open, convert or close stores; and supply or quality control problems with vendors. Additional risks and uncertainties that could cause actual results to differ materially from those stated or implied by such forward-looking statements are described in Delhaize Group's most recent Annual Report on Form 20-F and other filings made by Delhaize Group with the U.S. Securities and Exchange Commission, which risk factors are incorporated herein by reference. Delhaize Group disclaims any obligation to update developments of these risk factors or to announce publicly any revision to any of the forward-looking statements contained in this release, or to make corrections to reflect future events or developments.