

## DELHAIZE GROUP JOINS COOPERNIC

BRUSSELS, Belgium, 29 September 2014 – Delhaize Group is pleased to announce that it will join Coopernic, the European Buying Alliance as from January 2015. Coopernic is currently formed around E. Leclerc and will be joined this October by Coop Italia.

The three companies have decided to share their expertise in the following three areas:

- Private Brand innovation and development.
- Commercial terms with international suppliers.
- Synergies in non-food procurement.

### » Delhaize Group

Delhaize Group is a Belgian international food retailer present in seven countries on three continents. At the end of the second quarter of 2014, Delhaize Group's sales network consisted of 3 377 stores. In 2013, Delhaize Group posted €20.9 billion (\$27.8 billion) in revenues and €179 million (\$237 million) in net profit (Group share). At June 30, 2014, Delhaize Group employed approximately 152 500 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](mailto:investor@delhaizegroup.com).

### » Contacts

Investor Relations: + 32 2 412 2151  
Media Relations: + 32 2 412 8669

## 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, including, without limitation, the financial flexibility or synergies, the ultimate value of savings from joint procurement and the anticipated benefits of these strategies, 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.*