

## DELHAIZE GROUP RELEASES 2014 ANNUAL REPORT

Brussels, Belgium, April 21, 2015 - Delhaize Group is pleased to announce the publication of the interactive Annual Report 2014 which outlines the Group's accomplishments in 2014 and includes Delhaize Group's financial statements.

The Annual Report includes the following sections:

- An overview with key figures and an interview with Mats Jansson, Delhaize Group's Chairman of the Board of Directors and Frans Muller, Delhaize Group's President and Chief Executive Officer;
- A strategy section which outlines the Group's Strategic Framework and shows how the strategy provides a roadmap for how the Group delivers to customers and other key stakeholders;
- A performance section which includes a segment overview and an overview of Delhaize Group's global operations;
- A corporate governance section, including remuneration report;
- Financial statements and notes.

"Our Annual Report 2014 highlights our performance and underscores our commitment to deliver on our Purpose: to operate our customers' preferred local supermarkets and work together to support that ambition." stated Frans Muller, President and Chief Executive Officer of the Delhaize Group.

The report is available on the website <http://annualreport.delhaizegroup.com/>.

### » Delhaize Group

Delhaize Group is a Belgian international food retailer present in seven countries on three continents. At the end of 2014, Delhaize Group's sales network consisted of 3 402 stores. In 2014, Delhaize Group recorded €21.4 billion (\$29.4 billion) in revenues and €89 million (\$118 million) net profit (Group share). At the end of 2014, Delhaize Group employed approximately 150 000 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](mailto: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.*