

DELHAIZE GROUP ANNOUNCES NEW GENERAL COUNSEL AND CORPORATE SECRETARY

BRUSSELS, BELGIUM, March 5, 2015 - Delhaize Group is pleased to announce the appointment of Philippe Dechamps as General Counsel and Corporate Secretary for the Group effective today.

“I am pleased to promote Philippe to this important position in our Group” said Frans Muller, Delhaize Group CEO. “Philippe brings multinational experience, a solid understanding of our business as well as sound legal judgment to help us achieve our objectives while continuing to promote a culture of integrity across the Group. I look forward to working with Philippe in his new role.”

Philippe Dechamps joined Delhaize Group in 2008 and most recently held the role of Senior Vice President, General Counsel Europe & Asia. Prior to Delhaize Group, he started his legal career at Linklaters, and then led legal functions and directed legal strategy in various divisions of Solvay Group, Guidant Corporation and Abbott Laboratories.

Mr. Dechamps holds a Master of Laws degree from Harvard Law School. He has also earned a Masters degree in European and International Laws from Vrije Universiteit Brussel Law School and a Law degree from Université Catholique de Louvain Law school.

» 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.

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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, including, without limitation, changes in executive management and the anticipated benefits of these changes, 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.