

**DELHAIZE GROUP ANNOUNCES CHANGE IN EXECUTIVE MANAGEMENT***Kevin Holt appointed as new Chief Executive Officer for Delhaize America*

BRUSSELS, BELGIUM, 23 June 2014 – Delhaize Group is pleased to announce the appointment of Kevin Holt as Chief Executive Officer for Delhaize America. Mr. Holt, formerly President of Retail Operations at SUPERVALU, will also become a member of the Delhaize Group Executive Committee. He will start effective July 7, 2014 and lead the Group's U.S. operations.

"I am very pleased to have Kevin join our team", said Frans Muller, President and Chief Executive Officer of Delhaize Group. "Kevin brings both deep industry experience as well as a comprehensive customer orientation that will help our U.S. operations to continue to implement our existing strategy and build on the strong momentum of recent quarters. I am looking forward to working with him."

"I am excited about the opportunity to lead Delhaize America and work with Frans, the Delhaize America team and my colleagues in the Group Executive Committee," said Mr. Holt. He added, "I look forward to reinforcing and executing the strategy and continuing to focus on our customers as I see tremendous opportunity in the business."

Mr. Holt comes to Delhaize Group with more than 20 years of retail leadership experience in operations, strategy and information technology. Prior to SUPERVALU, he served for three years with Sears Holding Company and 14 years with Meijer, working in various leadership positions including Executive Vice President of Retail Operations and Senior Vice President of Information Technology/Services and Strategic Planning.

Before moving into the retail industry, Mr. Holt spent nine years at NCR delivering technology solutions to large and complex organizations. He holds a B.S. in Business Economics from Ferris State University.

**» Delhaize Group**

Delhaize Group is a Belgian international food retailer present in eight countries on three continents. At the end of the first quarter of 2014 Delhaize Group's sales network consisted of 3 520 stores. In 2013, Delhaize Group posted €20.9 billion (\$28.0 billion) in revenues and €179 million (\$237 million) in net profit (Group share). At the end of 2013, Delhaize Group employed approximately 160 000 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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