

FOR IMMEDIATE RELEASE

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Noble Systems Selected by Food Lion to Improve Receivables Management

Unified collection center technology to be installed by community-focused Supermarket group

Atlanta, GA – July 24, 2008: **Noble Systems Corporation** announces that **Food Lion LLC** has selected the **Noble® Solution** for management of its receivables activities. Noble Systems is a global leader in contact center technology solutions. Food Lion operates more than 1,300 supermarkets to meet local customer needs.

Food Lion selected the **Noble CCS Solution** for its Salisbury, NC check collection operations center. The CCS platform provides powerful outbound contact management to increase the productivity and efficiency of Food Lion's collection center. The solution includes outbound dialing and digital recording, with a complete suite of quality monitoring, management, and reporting tools.

James K. Noble, Jr., President and CEO of Noble Systems, says, "Food Lion has a history of providing high-quality products with a focus on the local communities which it serves. With Noble Systems as their collection center technology partner, Food Lion will be able to continue its tradition of customer-oriented service while improving productivity and efficiency in its collection services."

About Food Lion LLC

Food Lion LLC is a subsidiary of Brussels-based Delhaize Group (NYSE: DEG). Food Lion LLC operates more than 1,300 supermarkets, either directly or through affiliated entities, under the names of Food Lion, Bloom, Bottom Dollar Food, Harveys and Reid's. These stores meet local customer needs and preferences for the freshest and best quality products. Food Lion LLC employs approximately 73,000 associates in 11 Southeast and Mid-Atlantic states.

About Noble Systems®

Noble Systems Corporation (NSC) is a global leader in contact center technology solutions, providing innovative products since 1989. Tens of thousands of agents at 1,000+ client installations worldwide

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conduct business using the award-winning Noble® platform for inbound/outbound/blended communications. The scalable, integrated Noble® Solution includes advanced ACD and predictive dialing; unified contact processing for voice, email, and web; and integrated IVR, digital recording, messaging, quality control/monitoring systems, scripting, and real-time reporting and management tools. Based in Atlanta, GA, NSC was the first vendor to offer an open, scalable, fully-distributed platform. For more information on this item or the company, contact Lee Allum at 1.888.866.2538 x538 (lallum@noblesys.com), or visit www.noblesys.com.

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