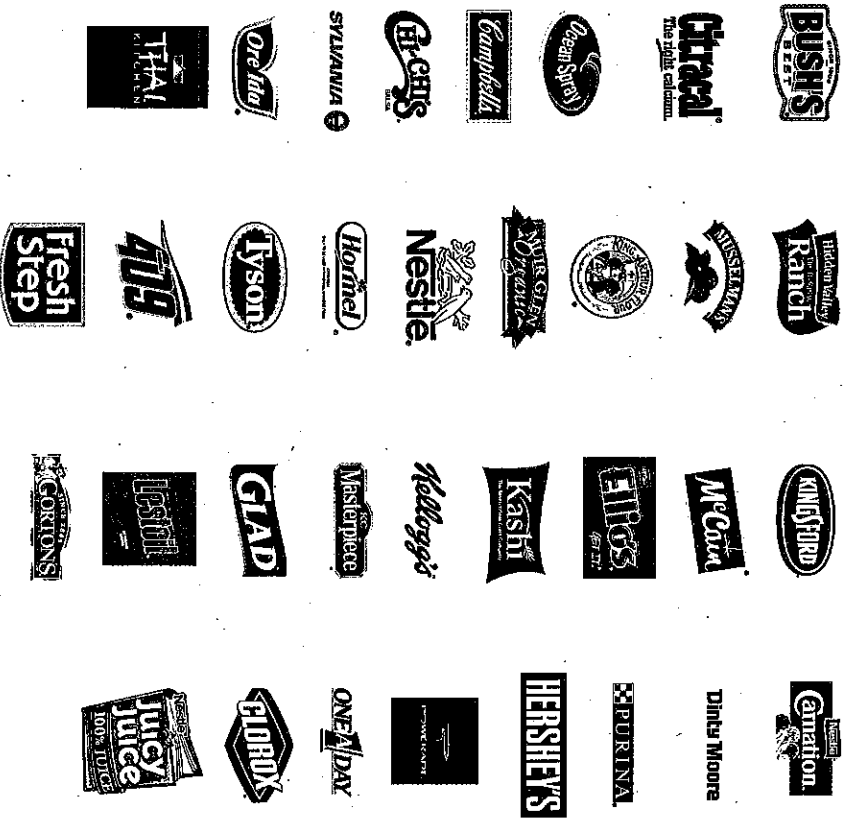


These brands are helping us help our schools.



Visit hannaford.com/hhs or call 1-800-205-7839 to learn if your school is registered and to view a detailed listing of participating products.

Hannaford Helps Schools

What does your School need?

You can make it happen with Hannaford Helps Schools.

Purchase participating products at Hannaford Supermarkets from September 6 to December 6, 2009 and you'll earn money for your school.

It's that simple!



Look for these shelf tags throughout our store to find the participating products that help you earn money for your school.



Hannaford
Helps
Schools

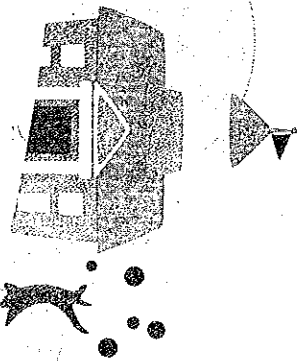
September 6 - December 6, 2009



Hannaford Helps Schools

**We're proud to take
an active role in our
communities by
helping schools.**

Since its inception, the Hannaford Helps Schools program has raised \$5.6 million for nearly 2,700 schools.



It all adds up.

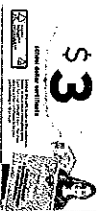
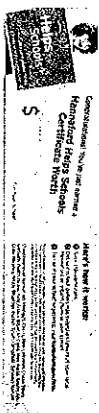
Purchase participating products.
Earn money for your school.

It's that simple!

From September 6 to December 6, 2009, purchase participating products in the Hannaford Helps Schools program and you'll earn school dollars that your school can use to purchase sports equipment, art supplies, computers, books, musical instruments and more.

There is no limit to the school dollars you can earn for your school.

- Purchase 4 participating products, earn 3 school dollar
- Purchase 8 products, earn 6 school dollars
- Purchase 12 products, earn 9 school dollars, etc.



Every store will award an additional \$1,000 grant to the school that raises the most money. Deposit school dollars into collection towers at your local Hannaford or submit them at your school.



Shop.
Choose from more than 900 participating products.



Earn extra.
Look for extra credit products that earn extra school dollars.



Check out.
Get 3 school dollars for every 4 participating products you purchase.



Submit.
Deposit school dollars at Hannaford or at your school.



Go online.
Visit hannaford.com/hhs to learn more.



Looking for more nutritious choices? Check out participating products that earn Guiding Stars. hannaford.com/guidingstars
Guiding Stars®
Nutritious choices made simple.™

extra credit

Look for extra credit products that earn extra school dollars.

* Limit one extra school dollar per transaction. See our store display for details.