Analyst Field Trip,

Beth Newlands Campbell, EVP – Hannaford

Greg Amoroso, SVP and CFO – Hannaford

Porthmouth, New Hampshire

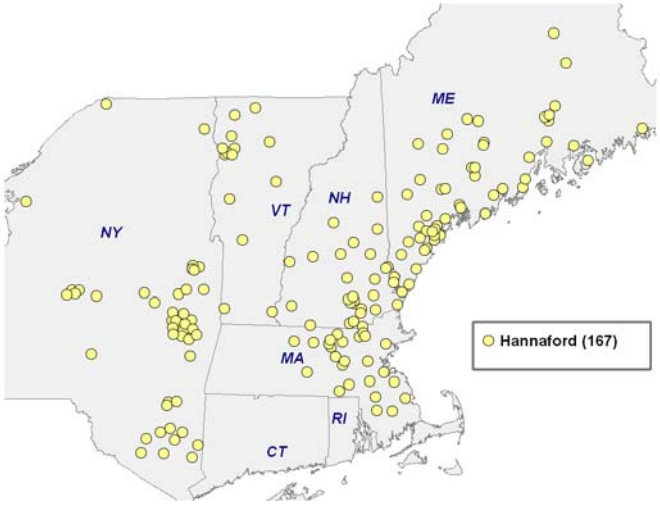
December 3, 2008

125 delicious years

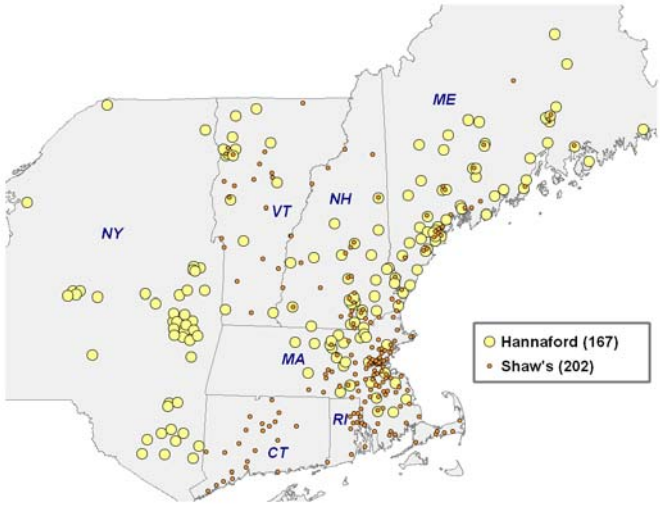
1883-2008

good neighbor...values...community...reliable...committed...sincere

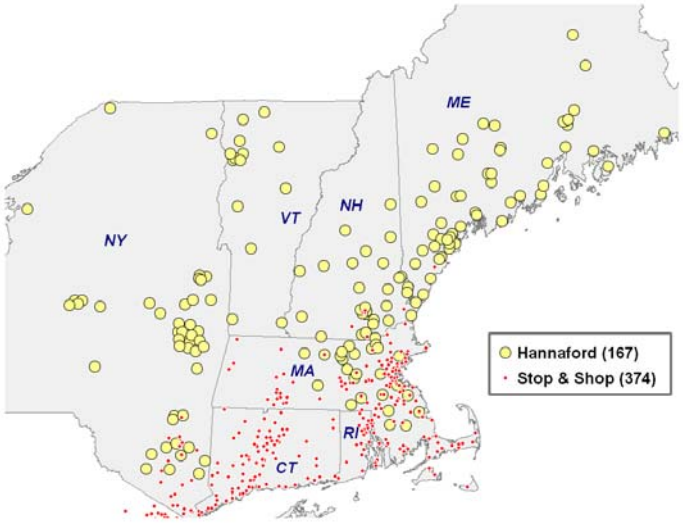
Store Network



Store Network



Store Network



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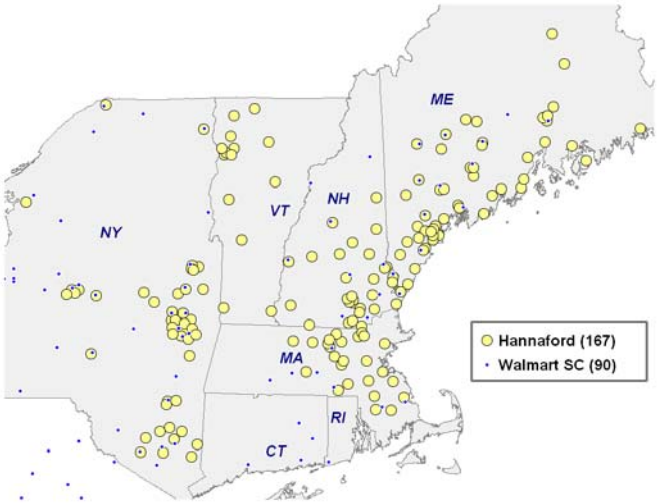
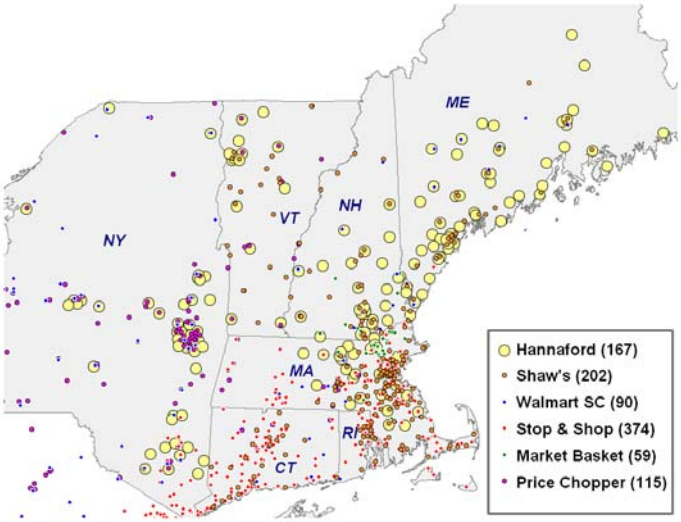


Competitive Picture



Northeast Macro Economic Environment

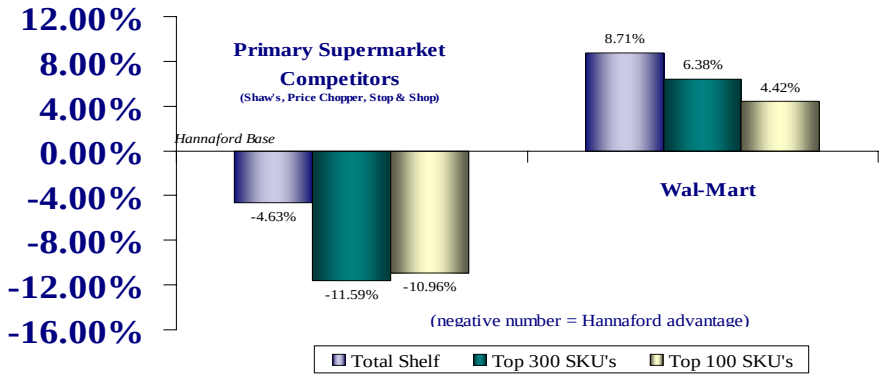
- Consumer confidence at all-time low, Northeast is not immune
- Gas and home heating fuel costs have declined, providing some relief for consumers
- Unemployment increasing in all states in which we operate, but less than National average
- Food Stamp usage in Maine increasing 10% to 30% over past 8 months. One in seven Mainers use Food Stamps
- Northeast real estate values decline, but below National averages

Opportunities for Success During Recession

- Stay focused on strategy, emphasize elements that meet consumers' current needs by changing tactics
- Deliver a cost structure that allows us to continue to offer "good prices, great value" to our consumers
- Manage operations to maximize cash flow
- Be nimble in this dynamic environment

Competitive Price Position

52 Week Average Ending Q3 2008



* Total Shelf: Volume weighted comparison on all like items across competitors
** Top 100 SKU's: Unweighted comparison on top 100 like items across competitors
** Top 300 SKU's: Unweighted compatison on top 300 like items across competitors

ACView Market Share

MARKET	RANK	STORE COUNT	4 QTR ROLLING SHARE
Bangor, ME	1	7	48.2
Portland, ME	1	14	47.0
Burlington, VT	1	6	38.2
Albany, NY	2	17	20.5
Manchester- Nashua, NH	1	7	20.8
Portsmouth-Rochester, NH	2	11	19.5
Hudson Valley, NY	3	12	13.2
Massachusetts	6	23	4.6
Total Hannaford	1	165	16.0

(Food Including Supercenters & Drug)
Custom Hannaford Geography
4Q Rolling Share ending Q3 2008

ACView Market Share

MARKET	RANK	STORE COUNT	4 QTR ROLLING SHARE	Vs. YAGO
Total Hannaford	1	165	16.0	0.3
Wal-Mart Supercenter	9	45	4.7	0.4
Traditional Supermarkets	N/A	306	31.7	(0.3)

(Food Including Supercenters & Drug)
Custom Hannaford Geography
4Q Rolling Share Ending Q3 2008

Building on "Festival" Strategy to "Inspiring Healthy Choices for Life"

- Hannaford Everyday
  - Good prices, great value
  - Friendly and efficient service
  - Clean and well-kept stores
- Best-in-class produce, meat and deli
- Easy to shop
- Healthy for life made simple
- Associate who care, A place I trust

Hannaford Everyday

- Cost of entry requirement
- Does not make you distinct
  - Store conditions
  - Price value is a highly important need for all customers

LOW PRICES THAT STAY LOW

Powerful Health Trend

- 330 U.S. adults turn age 60 every hour
- 60 million U.S. adults are obese
- 1 in 3 U.S. children and adolescents are overweight or obese
- 60%+ of consumers use nutrition labels
- 80% want more nutrition guidance

Healthy Choices for Life Made Simple

Customers and Associates

Organic & Natural

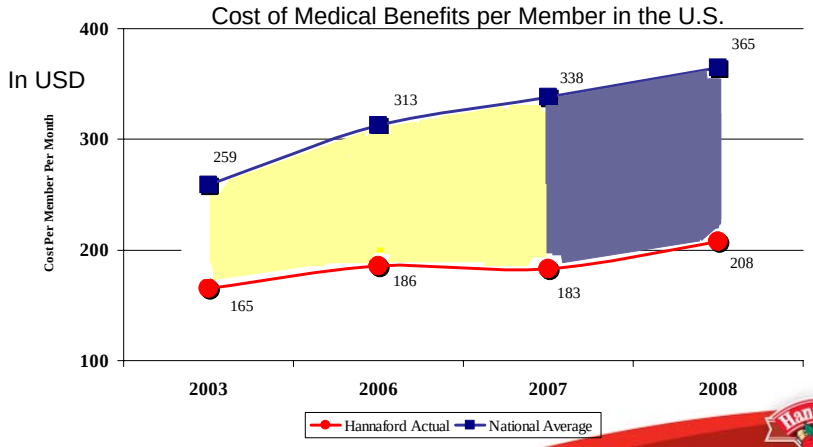
- Where we are distinct:
  - Guiding Stars
  - Organic and natural
  - Healthy meal choices
  - Close to Home
  - Help: Nutritionist, information
  - More help: Registered pharmacist
  - Corporate responsibility

Guiding Stars®
Nutritious shopping made simple.℠

be a hannaford healthy saver

Associates Want to Feel Safe, Be Informed and Have Choice:

Well-Controlled Healthcare Spending at Hannaford



Source: *Medical Benefits News - 11/15/07, volume 24*

Strategic Levers Current Program Components

- On-site health professionals (nurses) at every location
- Significant rewards for healthy behaviors ($20/week)
- Incentives to use Providers of Distinction
  - Primary Care
  - Specialists
  - Centers of Excellence (Domestic and International)
- Leverage Global Market

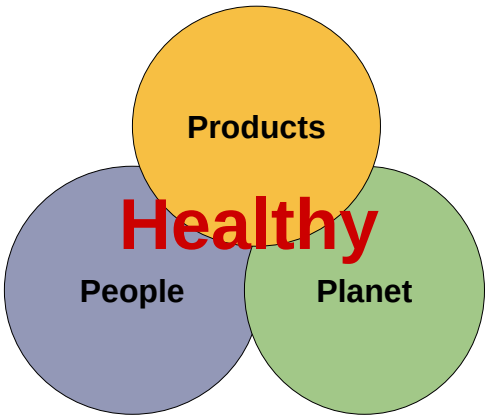
Easy to Shop

- Easy to get in and out fast
- Easy to find what I want
- Innovation in front end check-out

Associates Who Care, a Place I Trust.

- Our turnover rate is 47% vs. 100% for the industry
- Healthy employer -- only U.S. retailer
- Hannaford does what it promises
- Strong ties with social responsibility for customers, associates and prospective associates.

Corporate Responsibility… A Healthy Approach to Life



Achievements & Innovation Planet: Saving Energy, Reducing Waste

- 63% recycling rate
- 40% of stores composting food waste
- Wind power at Schodack DC
  - Test tower up
  - Results in 2009
- Anaerobic Digester
  - Testing one-store machine
- GreenChill
  - New refrigeration design saves 50% on energy and 50% of refrigerant

LEED Store
Augusta, Maine - June 2009

What is LEED®?

"The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ encourages and accelerates global adoption of sustainable green building and development practices through the creation and implementation of universally understood and accepted tools and performance criteria."