



**FOR IMMEDIATE RELEASE**

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**Lidl US**

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## **LIDL APPOINTS JOHANNES FIEBER AS PRESIDENT AND CEO OF LIDL US**

**ARLINGTON, VA** – Lidl US announced today that Johannes Fieber has been appointed President and CEO, and will assume responsibility for U.S. operations over the coming months. Johannes succeeds Brendan Proctor, who led the U.S. expansion from June 2015. Lidl management thanks Brendan for his service.

Johannes has extensive retail experience and has been with Lidl for about 10 years, serving in multiple Lidl countries. Most recently, Johannes served successfully as CEO of Lidl Sweden for more than two years.

**“I am honored to be able to lead our expansion in the U.S., and look forward to building on the progress that is underway,”** said Johannes Fieber, incoming President and CEO of Lidl US. **“Lidl has received positive feedback from our U.S. customers, who are excited about Lidl’s unique offering and shopping experience. I look forward to continuing our expansion into additional markets this year, and introducing more customers to Lidl’s high quality products and low prices.”**

### **About Lidl**

Lidl operates about 10,500 stores in 28 countries, offering customers the highest quality fresh produce, meat, bakery items and a wide array of household products at the lowest possible prices. Lidl first established its U.S. headquarters in Arlington County, Virginia in June 2015, and today sells its award winning products across six east coast states. For more information, visit [Lidl.com](http://Lidl.com).

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