

PRICE CHOPPER BREAST CANCER AWARENESS SWEEPSTAKES OFFICIAL RULES

Sweepstakes is only open to legal U.S. residents who reside in NY, NH, PA, VT, MA and CT.

September 20-26, 2009

NO PURCHASE NECESSARY. A PURCHASE DOES NOT INCREASE CHANCES OF WINNING.

VOID WHERE PROHIBITED.

1. HERE'S HOW TO ENTER: The Price Chopper Breast Cancer Awareness Sweepstakes ("Sweepstakes"), **begins at 12:00:01 AM Eastern Time ("ET") on Sunday, September 20, 2009 and ends at 11:59:59 PM ET on Saturday, September 26, 2009** ("Promotion Period"). There are two ways to enter the Sweepstakes:

(1). You will be automatically entered in the Sweepstakes when you use your Price Chopper AdvantEdge Card ("AdvantEdge Card") at checkout and purchase any 4 specially marked "Pink Ribbon" Price Chopper brand product (Including: Brick Cream Cheese, Sour Cream, Milk, Orange Juice Carton, Half & Half, White Cheese Singles, Whipped Topping Tub, Creamy Peanut Butter, Granulated Sugar, Cranberry Juice Blend Bottle, Cut Green Beans Can, Whole Kernel Corn Can, Pitted Olives, Chicken Broth Can, Homestyle White Bread, Single Bath Tissue and Facial Tissue) at a participating Price Chopper store located in NY, NH, PA, VT, MA and CT, during regular store hours during the Promotion Period. If you do not have an AdvantEdge Card, you may apply for one free of charge at any Price Chopper store. Price Chopper ("Sponsor"), Golub Corporation, their respective parent companies, subsidiaries, affiliates, advertising, promotion agencies, directors, officers, employees, agencies, any of their respective partners or prize suppliers (collectively, the "Sponsor Affiliates") are responsible for incorrect AdvantEdge Card data, electronic network, scanner or computer hardware or software malfunction and/or transmission failure, loss or delayed or corrupted data transmissions, or any technical or human failures, errors or difficulties of any kind. Limit one entry per AdvantEdge Card during Promotion Period.

(2). To enter the Sweepstakes without making a purchase, hand print your name, date of birth, complete address including zip code, and daytime telephone number on a plain 3" x 5" piece of paper and mail your entry in a stamped #10 envelope to: Price Chopper Supermarkets, "Price Chopper Breast Cancer Awareness" Sweepstakes, MB 34, 501 Duanesburg Road, Schenectady, NY 12306.

Mail-in entries are limited to one entry per outer stamped envelope. Each entry must be hand-printed, postmarked by September 26, 2009 and received by October 2, 2009. The Sponsor and Sponsor Affiliates are not responsible for lost, late, damaged, delayed, destroyed, misdirected, incomplete, illegible, mutilated, or postage due mail. Photocopies, mechanically reproduced, forged or altered mailed entries and facsimiles are void. Incomplete entries are not eligible.

2. ELIGIBILITY: The Sweepstakes is only open to legal U.S. residents who reside in NY, NH, PA, VT, MA and CT, and who are 18 years of age or older as of September 20, 2009. Employees of Price Chopper/Golub Corporation and Sponsor Affiliates or any of the members of their immediate family (defined as spouse, mother, father, in-laws, grandmother, grandfather, brother, sister, children and grandchildren) or same household of each are not eligible to participate. This Sweepstakes is void where prohibited or restricted by law, and is subject to all applicable federal, state and local laws.

3. GRAND PRIZES AND APPROXIMATE RETAIL VALUE: Ten (10) Grand Prizes, each a KitchenAid Cook for the Cure® Edition/Artisan® Series Pink Mixer (or winner may select color choice based on availability). Total approximate retail value of each Grand Prize is \$299. The Sponsor reserves the right to substitute the prize with prize of comparable or greater value if the prize cannot be awarded as described for any reason. Total approximate value of all Grand Prizes is \$2,999.

4. RANDOM DRAWING/WINNER NOTIFICATION: Winners will be selected in a random drawing, on or about October 6, 2009, from among all eligible entries received. Drawing will be conducted by Price Chopper, whose decisions are final and binding on all matters relating to this Sweepstakes. Odds of winning are dependent upon the number of eligible entries received. The potential winners will be notified by phone and/or mail. If a prize or prize notification is returned as undeliverable, such prize will be forfeited and an alternate winner will be selected. Winners are responsible for any and all federal, state and local taxes, if applicable. Limit one prize per household.

5. GENERAL: The Sponsor reserves the right at its sole discretion to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the sweepstakes; violates the Official Rules; or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. In the event this Sweepstakes is compromised or becomes technically corrupted in any way, electronically or otherwise, the Sponsor reserves the right to cancel, terminate or suspend the automatic portion of the Sweepstakes and in such event, to select winners by a random drawing from among all eligible automatic entries received, up to such time of cancellation, termination or suspension and all eligible mailed entries received. Entrants agree to be bound by these Official Rules and the decisions of the judges. All aspects of the prizes are non-transferable and no substitutions or cash equivalents are allowed except at the Sponsor's sole discretion. All entries become the property of the Sponsor and will not be returned. Winners agree to indemnify and hold harmless and waive any and all claims of liability of any kind whatsoever against the Sponsor and/or the Sponsor Affiliates including any accident, loss, injury or death occurring or in any way related to the prizes or use/misuse thereof or while traveling to and/or from a location to obtain or use the prize. Neither the Sponsor nor the Sponsor Affiliates make any warranty, representation or guarantee, express or implied, in fact or in law, relative to the use of the prizes including, without limitation, quality, merchantability and fitness for a particular purpose. Winners in accepting their prizes, consent to the use of their name, address (city, state), photograph and likeness for purposes of advertising, trade and promoting in any and all media on behalf of the Sponsor, without further compensation, except where prohibited by law.

6. WINNER LIST/RULES: To receive a list of the Winners and/or Official Rules (please specify), mail a self-addressed, stamped envelope (Vermont residents may omit postage), by September 26, 2009, Price Chopper Supermarkets, "Price Chopper Breast Cancer Awareness" Sweepstakes, MB 34, 501 Duanesburg Road, Schenectady, NY 12306.

7. SPONSOR: Price Chopper Supermarkets, 501 Duanesburg Road, Schenectady, NY 12306