

PRICE CHOPPER FREE GROCERIES FOR ONE YEAR SWEEPSTAKES OFFICIAL RULES

January 24 – April 17, 2010

Sweepstakes is only open to legal U.S. residents who reside in CT, MA, NH, NY, PA & VT and who are 18 years of age or older.

NO PURCHASE NECESSARY. A PURCHASE DOES NOT INCREASE CHANCES OF WINNING. VOID WHERE PROHIBITED.

1. HOW TO ENTER: The Price Chopper Free Groceries For One Year Sweepstakes ("Sweepstakes"), begins at 12:00:01 AM Eastern Time ("ET") on Sunday, January 24, 2010 and ends at 11:59:59 PM ET on Saturday, April 17, 2010 ("Promotion Period").

1). You will be automatically entered in the Sweepstakes when you use your Price Chopper AdvantEdge Card ("AdvantEdge Card") at checkout and purchase any ten (10) Price Chopper, Price Chopper Naturals, Central Market Classics, Top Care, Full Circle and/or Clear Value brand items at a participating Price Chopper store located in CT, MA, NH, NY, PA & VT, 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. Purchases are accumulative and do not have to be made in one transaction. For every ten (10) items purchased equals one (1) entry. Limit of six (6) entries per person during each of the following two week periods: 1/24/2010 – 2/6/2010, 2/7/2010 – 2/20/2010, 2/21/2010 – 3/6/2010, 3/7/2010 – 3/20/2010, 3/21/2010 – 4/3/2010, 4/4/2010 – 4/17/2010.

(2). To enter the Sweepstakes without making a purchase: You will be automatically entered in the Sweepstakes when you scan your Price Chopper AdvantEdge Card at any iSave Kiosk at a participating Price Chopper store located in New York, New Hampshire, Pennsylvania, Vermont, Massachusetts and Connecticut, during regular store hours during the Promotion Period. Limit one entry per person, per visit, per day.

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 not responsible for incorrect or invalid 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.

In the event of a dispute about entries submitted by multiple individuals using the same AdvantEdge Card number, the entry will be deemed to have been submitted by the original person who registered for the AdvantEdge Card account used to enter the sweepstakes at the actual time of entry. The authorized account holder associated with any given AdvantEdge Card number will be deemed to be the entrant and must comply with these Complete Official Rules in order to win the prize. Multiple entries per person/AdvantEdge Card number in excess of the limit or any use of robotic, repetitive, automatic, programmed, or similar entry methods or agents (including, but not limited to, sweepstakes-entry services) are prohibited and will void all entries by that entrant. Entrants assume all risk of lost, late, misdirected, incomplete, or illegible entries. All participants must have an AdvantEdge Card to enter the sweepstakes.

2. ELIGIBILITY: The Sweepstakes is only open to legal U.S. residents who reside in CT, MA, NH, NY, PA & VT, and who are 18 years of age or older as of January 24, 2010. Employees of Sponsor, Golub Corporation, Sponsor Affiliates, and members of their immediate families or individuals living in the same household are not eligible to participate. ("Immediate family members" shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses. "Household members" shall mean people who share the same residence at least three months a year.) This Sweepstakes is void where prohibited or restricted by law, and is subject to all applicable federal, state and local laws.

3. PRIZES AND APPROXIMATE RETAIL VALUE:

Six (6) Grand Prizes: \$5,200 in Price Chopper Gift Certificates (ARV \$5,200).

- One (1) winner will be selected on or about Monday, February 8, 2010, by random drawing from all eligible entries received between 12:00:01 AM ET on Sunday, January 24, 2010 thru 11:59:59 PM ET on Saturday, February 6, 2010.
- One (1) winner will be selected on or about Monday, February 22, 2010, by random drawing from all eligible entries received between 12:00:01 AM ET on Sunday, February 7, 2010 thru 11:59:59 PM ET on Saturday, February 20, 2010.
- One (1) winner will be selected on or about Monday, March 8, 2010, by random drawing from all eligible entries received between 12:00:01 AM ET on Sunday, February 21, 2010 thru 11:59:59 PM ET on Saturday, March 6, 2010.
- One (1) winner will be selected on or about Monday, March 22, 2010, by random drawing from all eligible entries received between 12:00:01 AM ET on Sunday, March 7, 2010 thru 11:59:59 PM ET on Saturday, March 20, 2010.
- One (1) winner will be selected on or about Monday, April 5, 2010, by random drawing from all eligible entries received between 12:00:01 AM ET on Sunday, March 21, 2010 thru 11:59:59 PM ET on Saturday, April 3, 2010.
- One (1) winner will be selected on or about Monday, April 19, 2010, by random drawing from all eligible entries received between 12:00:01 AM ET on Sunday, April 4, 2010 thru 11:59:59 PM ET on Saturday, April 17, 2010.

Price Chopper Gift Certificates cannot be redeemed for cash and cannot be used to purchase Price Chopper or other retailers' Gift Cards.

The Sponsor reserves the right to substitute prize(s) with prize(s) of comparable or greater value if the prize cannot be awarded as described for any reason.

Total approximate value of all prizes is \$31,200.

4. RANDOM DRAWING/WINNER NOTIFICATION: The odds of winning a prize depend on the number of eligible entries received. Winners are subject to verification and compliance with these Complete Official Rules. The random drawings, selection of winners, and awarding of prizes will be conducted by Sponsor whose decisions are final and binding in all matters pertaining to this sweepstakes. Entrants agree to be bound by these Complete Official Rules and the decisions of the judging organization.

The potential prizewinners will be notified by phone and/or mail. All potential prizewinners will be required to sign and return to Sponsor an Affidavit of Eligibility and Release of Publicity (where permitted by law) and Liability within five (5) days of attempted delivery. If the required documents are not returned within the required number of days, the prize may be forfeited and an alternate prizewinner may be selected at Sponsor's sole discretion. In the event of noncompliance, if prize or prize notification is returned as unclaimed or undeliverable for whatever reason beyond the control of Sponsor, that prize will be forfeited, and an alternate winner will be selected.

Sponsor is not responsible for incomplete, invalid or incorrect AdvantEdge Card data. No substitution of any prizes will be offered, except at Sponsor's sole discretion. No prize transfer is permitted. If a prize is unavailable, Sponsor reserves the sole right to substitute a prize of equal or greater value.

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. All taxes, fees, and surcharges on prizes are the sole responsibility of each prizewinner. **By participating and accepting a prize, where permitted by law, each winner grants to Sponsor and those acting pursuant to the authority of Sponsor, the right to print, publish, broadcast, and use—worldwide in any media now known or hereafter**

developed, including, but not limited to, the World Wide Web—at any time(s), that winner's name, portrait, picture, voice, likeness, and biographical information as news or information and for advertising and promotional purposes without additional compensation or review.

6. RELEASE OF LIABILITY. All entrants agree to hold harmless and release of Sponsor and Sponsor Affiliates; and all others associated with the development and execution of this sweepstakes from any and all liability with respect to or in any way arising from this sweepstakes; participation in any sweepstakes-related activity; and/or delivery/misdelivery, acceptance, possession, use, or misuse of a prize, including, but not limited to, liability for personal injury, bodily injury (including wrongful death or disability), damage to property, and damage or loss of any other kind. Sponsor is not responsible for any incorrect or inaccurate information, whether caused by any of the equipment or programming associated with or used in the sweepstakes or by any technical or human error that might occur in the processing of submissions in the sweepstakes. Sponsor assumes no responsibility for any error; omission; interruption; deletion; defect; delay in operation or transmission; communications-line failure; or theft, destruction, unauthorized access to, or alteration of entries. Sponsor is not responsible for any problems or technical malfunction of any computer equipment; or computer software related to or resulting from participating in or downloading materials for or from this sweepstakes. Sponsor is not responsible for user cheating or fraud by any entrants. Any activities intended to disrupt or interfere with the proper play of the sweepstakes or to defraud Sponsor in any way will be prosecuted to the fullest extent of the law. Participants who engage in any of the foregoing activities will be disqualified and will forfeit any prizes won. If, through printing or production error or for any other reason whatsoever, more prizes are claimed for any prize category than intended and/or set forth in these Complete Official Rules, Sponsor reserves the right to award such prizes by random drawing from all eligible claimants for that prize level. Only the number of each prize set forth in these Complete Official Rules will be awarded. If, for any reason, the sweepstakes is not capable of running as planned due to, but without limitation, tampering; unauthorized intervention; fraud; technical failures; or any other causes beyond the control of Sponsor that, in the sole opinion of Sponsor, could corrupt or affect the administration, security, fairness, integrity, or proper conduct of this sweepstakes, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the sweepstakes and to draw winners from all eligible entries received as of the date of termination.

7. 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 April 17, 2010, Price Chopper Supermarkets, "Price Chopper Win Free Groceries For One Year" Sweepstakes, MB 55, 501 Duanesburg Road, Schenectady, NY 12306.

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