

## Price Chopper Rev Up for Savings Sweepstakes Official Rules

1. NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES.
2. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.
3. HOW TO ENTER:

You will be automatically entered in the Sweepstakes when you use your Price Chopper AdvantEdge Card ("AdvantEdge Card") at checkout and purchase any General Mills item (including Betty Crocker, Big G Cereal, Bisquick, Bugles, Cascadian Farm, Chex Mix, Gold Medal, Green Giant, Muir Glen, Nature Valley, Old El Paso, Pillsbury, Progresso, Totino's, Wanchai Ferry and Yoplait) at a participating Price Chopper store located in CT, MA, NH, NY, PA & VT, during regular store hours from February 7, 2010 through February 20, 2010 (the "Promotion Period"). If you do not have an AdvantEdge Card, you may apply for one free of charge at any Price Chopper store. **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 CT, MA, NH, NY, PA & VT, during regular store hours during the Promotion Period. **Limit one entry per person per day during the Promotion Period, regardless of the method of entry.** For a copy of the Official Rules, please send a self-addressed stamped envelope to Price Chopper Be Race Ready Sweepstakes Rules, 1775 Woodstock Road, Suite 200, Roswell, GA 30075 by 2/20/10. (Vermont residents may omit return postage.)

### 4. ELIGIBILITY:

Open only to legal U.S. residents of New York, Pennsylvania, Connecticut, New Hampshire, Vermont, and Massachusetts who are 18 years of age or older at time of entry. Employees of Sponsor, General Mills, Inc., Price Chopper, Leader and their respective affiliate companies, parents, subsidiaries, agents, advertising and promotional agencies, and their immediate families or persons residing in the same household of such employees are not eligible to enter or win.

### 5. DRAWING:

Price Chopper will select winner(s) in a random drawing on or about 3/13/10 in Schenectady, NY. Limit one (1) prize per person and per household. Entrants agree to be bound by these official rules and by the decisions of the judges, which are final and binding in all respects. Winner(s) will be notified by phone or mail. Winner(s) may be required to sign and return an Affidavit of Eligibility and Release within 14 days of notification in order to receive the prizes. In the event of non-compliance with these requirements, the prize will be forfeited and an alternate winner will be selected. If prize/prize notification is returned as undeliverable, the prize will be forfeited and an alternate winner will be selected. Unclaimed prizes may not be awarded.

### 6. PRIZES/ODDS OF WINNING PRIZE:

Prizes consist of: One (1) Grand Prize, one hundred twenty-five (125) First Prizes and one hundred twenty-five (125) Second Prizes. **Grand Prize:** (1 awarded) consists of a trip for six (6) to the race in Loudon, NH on June 27, 2010. Trip includes (i) ground transportation to and from the race; and (ii) \$1,500 spending money awarded in the form of a check. All meals, tips, ground transportation and other expenses not specified herein are the sole responsibility of the winner. Sponsor is not responsible for cancellation of the race. In the event that the race is postponed or cancelled, including because of weather, Sponsor will not be responsible for awarding that portion of the prize and no substitution or compensation will be provided. The remainder of the prize package will be awarded. Travel companions must sign and return a liability and publicity release at least thirty (30) days prior to travel or guest will not be permitted to accompany winner on trip. If travel companion is a minor, parent or legal guardian must sign and return release and accompany minor on trip. If Grand Prize winner is unable to travel on designated dates, prize will be forfeited in its entirety and an alternate winner will be selected. Total approximate retail value ("ARV") of Grand Prize is \$5,000 (actual value may vary depending on departure city). **First Prize:** (125 awarded) consists of one (1) \$75 Price Chopper Gift Card redeemable only at Price Chopper. Price Chopper Gift Certificates are subject to certain terms and restrictions, which are available at customer service desk in Price Chopper stores. **Second Prize:** (125 awarded) consists of one (1) \$50 Sunoco Gas Card. Sunoco Gas Cards are subject to certain terms and conditions, please see [http://www.svmcards.net/home/content/terms\\_and\\_conditions.cfm?ProdlID=30](http://www.svmcards.net/home/content/terms_and_conditions.cfm?ProdlID=30) for details. Prize(s) are non-transferable. Odds of winning depend on the number of eligible entries received. Purchase will not increase your chances of winning. Unless otherwise provided for in these official rules, all taxes or expenses, including, without limitation, meals, gratuities, sales tax, luxury tax and any other costs incurred in claiming or using any of the prizes, are the sole responsibility of the prize winner. No prize substitution or cash equivalent of prize, except at Sponsor's sole discretion, and then only for a prize of equal or greater value.

### 7. GENERAL:

Sweepstakes Sponsor: General Mills Sales, Inc., One General Mills Boulevard, Minneapolis, MN 55440 ("Sponsor"). Sweepstakes is subject to applicable federal, state and local laws. By participating, entrants release Sponsor, General Mills, Inc., Price Chopper, Leader, and their respective parents, subsidiaries, affiliates, and the directors, officers, employees, or agencies of any of the above organizations from any and all liability for any injuries, losses, tax liabilities or damages of any kind arising from entrant's participation in this sweepstakes or resulting from acceptance, possession, use or misuse of any prize. Acceptance of prize shall constitute and signify the winner's agreement and consent that Sponsor may use his/her name address (city and state only), likeness, and/or prize information for promotional purposes without further compensation, where legal. Sponsor reserves the right, in its sole discretion to cancel or suspend part or all of this sweepstakes in the event that printing errors, viruses, unauthorized intervention or other causes corrupt or impair the administration, security, fairness or proper play of the sweepstakes. In such event, Sponsor may award prizes in a random drawing from all eligible entries received up to the date of cancellation or suspension.

### 8. WINNERS LIST:

To receive a list of winners, send a stamped, self-addressed envelope to: Price Chopper Rev Up for Savings Sweepstakes Winners List, 1775 Woodstock Road, Suite 200, Roswell, GA 30075 by 8/31/10.