

BACK TO SCHOOL SWEEPSTAKES OFFICIAL RULES

Open only to legal residents of NY, NH, PA, VT, MA or CT

August 9 – September 5, 2009

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

VOID WHERE PROHIBITED.

1. HERE'S HOW TO ENTER: The Back To School Sweepstakes ("Sweepstakes"), begins at 12:00:01 AM Eastern Time ("ET") on Sunday, August 9, 2009 and ends at 11:59:59 PM ET on Saturday, September 5, 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 General Mills product, 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 or Yoplait* 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. If you do not have an AdvantEdge Card, you may apply for one free of charge at any Price Chopper store. Neither Price Chopper/Golub Corporation ("Sponsor"), General Mills, 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: You will be automatically entered in the Sweepstakes when you scan your Price Chopper AdvantEdge Card ("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 during Promotion Period.

2. ELIGIBILITY: The Sweepstakes is only open to legal U.S. residents who reside in New York, New Hampshire, Pennsylvania, Vermont, Massachusetts and Connecticut, and who are 18 years of age or older as of August 9, 2009. Employees of the Sponsor, the 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 winner will receive a \$2,500 Apple Store Gift Card to purchase the computer of their choice (ARV \$2,500 ea.). Ten (10) First Prizes: Each winner will receive \$150 in Price Chopper Gift Certificates to purchase back to school supplies (ARV \$150 ea.). Total ARV of all prizes \$26,500. 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.

4. RANDOM DRAWING/WINNER NOTIFICATION: Winners will be selected in a random drawing, on or about September 7, 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. Potential Grand Prize winners will be required to sign and return an Affidavit of Eligibility/Liability Release within (10) days after first notification attempt. 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. 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 5, 2009, to: Attn: Advertising Department Box 55, Back To School Sweepstakes. Price Chopper Supermarkets. 501 Duanesburg Road. Schenectadv. NY 12306.