

# PRICE CHOPPER GREEK YOGURT GIVEAWAY OFFICIAL RULES

## February 5 – March 3, 2012

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 Greek Yogurt ("Sweepstakes"), begins at 12:00:01 AM Eastern Time ("ET") on Sunday, February 5 and ends at 11:59:59 PM ET on Saturday, March 3, 2012 ("Promotion Period").

(A). Go to <https://www2.pricechopper.com/sweeps/yogurt.shtml> ("Web Entry") during Promotion Period, and follow all entry instructions. Complete the information requested in the information fields (full name; complete address; age; daytime and evening phone numbers, including area code; Price Chopper location most visited; AdvantEdge Card number (if you do not have an AdvantEdge Card, you may apply for one free of charge at any Price Chopper store); email address and verification that you have read and complied with these Complete Official Rules). Then click Submit Entry (once submitted, entry cannot be deleted, canceled, or modified) for your chance to win. Limit one (1) Web entry per person, per day during Promotion Period.

(B). Use a QR Code ("QR Code Entry") reader application on your web-enabled mobile phone/device to scan the QR Code in the 2/5/12 weekly flyer or displayed on the in-store signing during Promotion Period. After scanning the QR Code, you will be routed to a webpage to submit your information to enter the Sweepstakes. In order to scan QR Codes, your mobile device must have a QR Code reader installed. QR Code Entry may be limited and may not be available through all wireless carriers. Standard messaging and data rates from your carrier apply. Text and mobile web browsing capabilities may be limited and may not be available through all wireless carriers. For text messaging and web browsing, a service contract with a wireless Internet or airtime provider may be required. Check with your service provider or refer to your service contract for complete details, availability and coverage and a description of applicable charges. Sponsor is not responsible for any QR Code reader website, download, claim or otherwise related to the entrant's attempt (successful or otherwise) to install a QR Code reader. Sponsor does not endorse any such QR Code reader or company products and any download is at the sole risk of the entrant. Complete the information requested in the information fields (full name; complete address; age; daytime and evening phone numbers, including area code; Price Chopper location most visited; AdvantEdge Card number (if you do not have an AdvantEdge Card, you may apply for one free of charge at any Price Chopper store); email address and verification that you have read and complied with these Complete Official Rules). Then click Submit Entry (once submitted, entry cannot be deleted, canceled, or modified) for your chance to win. Limit one (1) QR Code entry per person, per day during Promotion Period.

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 February 5, 2012. 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.

**Four (4) Grand Prizes:** One (1) Case Price Chopper Greek Yogurt (ARV \$12.00). Each Grand Prize will be issued in a form of twelve coupons (each coupon for one (1) FREE 6 oz Price Chopper Greek Yogurt) to be redeemed at any Price Chopper store located in CT, MA, NH, NY, PA & VT. Total ARV of all prizes \$48.00.

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 right to substitute prize with prize of comparable or greater value if the prize cannot be awarded as described for any reason.

**3. RANDOM DRAWING/WINNER NOTIFICATION:** Sponsor will select one (1) winner each week in a random drawing during the Promotion Period. The odds of winning a prize depend on the number of eligible entries received. Winner is subject to verification and compliance with these Complete Official Rules. The random drawing, 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 prizewinner will be notified by mail, including prize coupons. 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. Limit one prize per household.

**4. 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

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.**

**5. 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.

**6. WINNER LIST/RULES:** To receive a list of the Winners and/or Official Rules (please specify), mail a self-addressed, stamped envelope for each request (Vermont residents may omit postage), postmarked by February 5, 2012, Price Chopper Supermarkets, "Price Chopper Greek Yogurt Giveaway", Box 207, 461 Nott St, Schenectady, NY 12308.

**7. SPONSOR:** Price Chopper Supermarkets, 461 Nott St, Schenectady, NY 12308.