

ShopRite For My School Bonus Earnings Promotion

Official Rules

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED BY LAW. MANY WILL ENTER, FEW WILL WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

Sponsor. General Mills Sales, Inc., One General Mills Blvd., Minneapolis, MN 55440.

Administrator: Arrowhead Promotion & Fulfillment Co. Inc., 1105 SE 8th Street, Grand Rapids, Minnesota, 55745

1. **Eligibility.** The ShopRite For My School Bonus Earnings Promotion (the "Promotion") is open only to legal residents of the states of Connecticut, Delaware, Maryland, New Jersey, New York and Pennsylvania who are at least eighteen (18) years old at the time of entry. Employees of Sponsor, Administrator, Wakefern Food Corp. ("Wakefern"), any ShopRite participating stores ("Participating Stores") and any of their parents, affiliate companies, members, partners and their immediate family members (spouse, parents, siblings and children), regardless of where they reside, and household members of each such employee are not eligible to enter. All entrants must have a ShopRite Price Plus® Card, be registered on www.ShopRiteForMySchool.com and have designated a school to support at time of entry. Registration is free and is available at <http://www.shopriteformyschool.com>. Your chosen school must be enrolled in the General Mills Box Tops for Education Program (the "BTFE Program") for the 2016-2017 academic school year. If your school is not enrolled in the BTFE Program, contact your school and suggest they enroll in the Box Tops for Education Program by visiting <http://www.boxtops4education.com>. The Promotion is subject to applicable federal, state and local laws and regulations and is void where prohibited. Participation in the Promotion constitutes your full and unconditional agreement to be bound by these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Promotion.

2. **Timing.** The Promotion will include two (2) monthly promotions, each with a separate entry period (each an "Entry Period") in accordance with the following start and end dates for each Entry Period:

Promotion	Entry Period	
	Start Date	End Date
First monthly promotion	January 1, 2017	January 28, 2017
Second monthly promotion	January 29, 2017	February 28, 2017

3. **Two (2) Ways to Enter.** Entries with purchase and entries by mail shall collectively be referred to as an "Entry."

(1) Enter With Purchase: Once you are registered on the www.ShopRiteForMySchool.com website and have selected a BTFE-eligible school, then purchase six (6) General Mills, Reynolds, Hefty, Annie's, Ziploc, Land O'Lakes, Lysol, or Finish Box Tops For Education products during an Entry Period in a single transaction at a Participating Store (in-store or through the ShopRite From Home website) using your ShopRite Price Plus® Club card that is registered at www.ShopRiteForMySchool.com and you will be entered into the corresponding monthly promotion. In-store entry must be completed with a transaction made no later than closing time of the Participating Store on the last day of the particular Entry Period to be eligible. Entry made via the ShopRite From Home website is deemed to be made with a payment for your order occurring no later than 11:59pm EST on the last day of the particular Entry Period.

In the event of a dispute as to any Entry received by purchase, the authorized account holder of the ShopRite Price Plus® Club card used to enter will be deemed to be the entrant. The "authorized account holder" is the natural person assigned the ShopRite Price Plus® Club card by ShopRite. Potential winners may be required to show proof of being the authorized account holder.

(2) Enter By Mail: To enter without making a purchase, include your (i) name, (ii) complete address (no PO Boxes), (iii) daytime telephone number, (iv) date of birth (v) the name and address of your designated school; and (vi) your ShopRite Price Plus® card number on a 3 1/2" X 5" piece of paper and mail it to the following address. Limit one (1) Entry per outer envelope. Note that the mailing addresses are identical for both monthly promotions, except the address for the First monthly promotion includes "Dept. A" and the address for the Second monthly promotion includes "Dept. B."

Promotion	Address
First monthly promotion	ShopRite For My School Bonus Earnings Promotion P.O. Box 9675, Dept. A Grand Rapids, MN 55745-9675
Second monthly promotion	ShopRite For My School Bonus Earnings Promotion P.O. Box 9675, Dept. B Grand Rapids, MN 55745-9675

An Entry sent via regular mail must be post marked no later than the last day of the monthly Entry Period and received no later than seven days thereafter.

Limit: One (1) Entry per person per day during an Entry Period regardless of the method of entry. A "day" for purposes of the entry with purchase in-store is understood to mean the Participating Store's open hours during the calendar day; for purposes of entry with purchase via ShopRite From Home is understood to mean between 12:00am EST and 11:59pm EST; and for purposes of the mail-in entry is

understood to mean the postmarked day. **Notwithstanding the foregoing daily limitation, those who wish to enter by mail on Sunday may submit two (2) separate entries by mail on Monday.**

An Entry sent by any other method or in violation of the stated limitations will be deemed void. Photocopies and any Entry which is mechanically reproduced will not be accepted. Entry becomes the property of Sponsor and will not be acknowledged or returned.

4. **Potential Winners Selection.** Potential winners (each a "Potential Winner", collectively "Potential Winners") with respect to each Entry Period will be selected at random by Administrator on or about the date indicated in the chart below (the "Drawing Date") from all eligible Entries received by both methods of entry during an Entry Period. By entering, you grant permission to be contacted by Administrator by mail or telephone in connection with the Promotion. You must comply with all terms and conditions of these Official Rules and winning is contingent upon fulfilling all requirements set forth herein. A Potential Winner is not an official winner ("Winner") until Potential Winner's eligibility has been verified and Potential Winner has been notified that verification is complete. Entries will not be rolled over into any subsequent Entry Period.

Promotion	Drawing Date	# of Winners
First monthly promotion	February 15, 2017	40
Second monthly promotion	March 15, 2017	40

5. **Verification of Potential Winners.** Each Potential Winner, unless prohibited by law, may be required to sign and return a Publicity Release ("Release"), which must be received by Sponsor within seven (7) days of the date indicated on the notice. If a Potential Winner cannot be contacted, fails to execute and return the Release within the required time period, or prize is returned as undeliverable, or he/she refuses his/her prize for any reason, that Potential Winner forfeits the prize and Sponsor will select an alternate winner by random drawing.

6. **Prizes/Odds/Approximate Retail Value.** Each Winner's designated school will receive the number of eBoxTops designated below. One (1) eBoxTop is equal to one (1) Box Top (\$.10) and will be automatically credited to the designated school's account, subject to the BTFE Program guidelines available at www.boxtops4education.com. No prize will be awarded to the individual. eBoxTops will be credited directly to the Winning School's BTFE account, subject to the BTFE Program guidelines available at www.boxtops4education.com Limit: One prize per person per Entry Period. There is no limit as to the number of prizes that any BTFE Program school can receive. The chart below indicates the Entry Period and the corresponding drawing date, prize, number of winners and approximate retail value of each prize. All dates below are in 2017.

Entry Period	Drawing Date	Number of Winners	Number of eBoxTops for each prize	Approximate Retail Value of each prize
1/1-1/28	2/15	40	25,000 eBoxTops	\$2,500
1/29-2/28	3/15	40	25,000 eBoxTops	\$2,500

Odds of winning are based on the number of eligible Entries received during an Entry Period. No cash or other substitution, assignment or transfer of any prizes is permitted, except by Sponsor, who reserves the right to substitute a prize with cash or another prize of comparable or greater value. The Winner's designated school is responsible for all (if any) federal, state, and local taxes and fees associated with prize receipt and/or use. The total Approximate Retail Value of all the prizes for the two Entry Periods is: \$200,000.

7. **Publicity:** Except where prohibited, accepting a prize in the Promotion constitutes your consent for Sponsor, Wakefern and the Participating Stores to use your name, likeness, hometown and state for promotional purposes in any media, without notice, approval, payment or consideration from or to you.

8. **Release:** By accepting a prize, you agree to indemnify Sponsor, Wakefern, Administrator, Participating Stores and their respective subsidiaries, affiliates, members, suppliers, distributors, advertising agencies, and prize suppliers, and each of their respective parents and affiliate companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any losses, damages, rights, claims or causes of action of any kind that Released Parties may incur in whole or in part, directly or indirectly, out of your participation in the Promotion.

9. **General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible Entries received up to the time of the impairment. No more than the stated number of prizes in these Official Rules will be awarded. Sponsor, in its sole discretion, reserves the right to disqualify any individual who tampers with the entry process or the operation of the Promotion or who acts in violation of these Official Rules or in an unsportsmanlike or disruptive manner.

10. **WARNING: Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.**

11. **Limited Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by an entrant, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any aspects of the Promotion; (4) printing, typographical, technical, computer, network or human error which may occur in the announcement of the prizes or in any Promotion-related materials; (5) any injury or damage to you or to other persons or property which may be caused from your participation in the Promotion; and (6) any Entry that is lost, late, stolen, damaged, incomplete, invalid, unintelligible, garbled, delayed or misdirected.

12. **Disputes:** Except where prohibited, by participating, you agree that: (i) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the appropriate Minnesota State Court located in Minneapolis, Minnesota; (ii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion but in no event attorneys' fees; and (iii) under no circumstances will you be permitted to obtain awards for and you hereby waive all rights to claim indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or your rights and obligations or the rights and obligations of the Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Minnesota, without giving effect to any choice of law or conflict of law rules (whether of the State of Minnesota or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Minnesota.

13. **Entrant's Personally Identifiable Information:** Information collected from entrants is subject to Sponsor's Privacy Policy (<http://www.generalmills.com/corporate/privacy/privacy.aspx>).

14. **Winners List.** For a list of Winners for a particular Entry Period during the Promotion, send a self-addressed envelope with proper postage affixed to: The ShopRite For My School Bonus Earnings Promotion, P.O. Box 9675, Dept W, Grand Rapids, MN 55745-9675. A list of winners will be available for 60 days following the end of each Drawing Date. Please indicate in your request the Entry Period or Drawing Date to which the request pertains.