

Contest and Sweepstakes Rules

1. **Applicability.** These rules (the "Rules") shall govern sweepstakes, prize give-away, or contest (a "Contest") conducted by or on the behalf of Hannaford Bros. Co., its subsidiaries, and its affiliate Kash N' Karry Food Stores, Inc., together with any participating independent wholesale customers thereof (the "Companies" and with respect to a Contest, the "Sponsor"). Where the Contest is co-marketed or co-sponsored by a third party or is conducted by a third party, then such third party shall be deemed a Sponsor for purposes of these Rules. There will be a Contest supplement (the "Supplement"), which shall specify relevant details about that Contest, and shall be deemed to be part of the Rules for that Contest. To the extent that such Supplement contains information inconsistent with the Rules, the Supplement shall govern, except to the extent inconsistent with law.

2. **Eligibility.** Each Contest shall be open to legal residents of the States specified in the Supplement, who are 18 years of age or older at time of entry. No purchase necessary to enter or win and a purchase does not affect the odds of winning. Employees of the Sponsor, affiliates, parent company, subsidiaries, sales representatives, distributors, advertising and promotion agencies and members of the families or households of each are not eligible. Sponsor reserves the right, in its sole discretion, to disqualify any individual found to be tampering with the entry process or the operation of a Contest, or to be acting in violation of the Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person. **ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY ALTER, DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF A CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY SUCH INDIVIDUAL AND TO SEEK DAMAGES AS PERMITTED BY LAW.**

3. **How to Enter.** During the period specified in the Supplement, an individual may enter by completing the official entry form provided for the Contest or submitting a 3x5 card containing the individual's name, date of birth, phone number with area code and complete mailing address and depositing such entry into the entry box located in a participating store location. No online/internet or mailed entries will be accepted, except if otherwise specified in a Supplement, in which case Sponsor shall have no responsibility for and will not accept incorrect or postage due entries/mail. Mechanically reproduced submissions will not be accepted. Sponsor assumes no responsibility for inaccurate capture of information, or for illegible, lost, late, incomplete, damaged or misdirected entries. Unless otherwise specified in the Supplement, only one entry per family or household per day will be accepted. All entries become the property of Sponsor and will not be acknowledged or returned.

4. **Drawing and Notice.** A random drawing will be held on or about the date specified in the Supplement; provided that Sponsor reserves the right to reschedule or alter the date of its drawings without notice in the event of weather or some other event beyond Sponsor's control. The drawing will be conducted by a Sponsor employee. Entrants whose names are drawn will be notified by mail or phone within two (2) weeks of the drawing. Sponsor will use reasonable efforts to contact the entrant based solely on the information provided in the selected entry, but shall have no other obligation to research or identify contact information for an entrant, and will select an alternate. If any prize notification letter is returned as undeliverable, winner will be disqualified and an alternate winner will be selected. In the event of an illegible or inaccurate entry is drawn, Sponsor reserves the right to conduct a subsequent random drawing and award any prizes to another entrant. By entering a Contest, each entrant accepts and agrees to the Rules and the decisions of Sponsor, which shall be final in all matters. Odds of winning depend on the number of entries received.

5. **Prizes.** Prizes will be specified and claimed as provided in a Supplement. Limit one prize per family or household in a Contest. Potential winners must present proper identification to claim a prize and must complete and sign Sponsor's standard Affidavit and Release (a "Release") prior to collecting any prize within 14 days of attempted delivery by Sponsor to such potential winner or, if the prize is to be collected by such potential winner at a Sponsor store, within 14 days of notification. If a potential winner should fail or refusal to fully complete, execute, and deliver a Release in a timely fashion, then Sponsor may deem the award forfeited and select an alternate entrant. In the event a potential winner timely executes a Release, but does not claim the prize within six months of the date the Release is executed, Sponsor may deem the prize forfeited and shall have no obligation to award that prize. Sponsor shall have no liability or obligation to an entrant who is unable or unwilling to utilize a prize. No prize transfer or substitution of prize permitted, unless

prize is generally unavailable, in which case a prize of equal or greater value will be substituted. All taxes are the sole responsibility of winner. If the prize is for any award other than money or a cash-equivalent, then Sponsor is not responsible or liable for the operation and service of any and all mechanical equipment that is awarded. All warranties and product guarantees are the responsibility of the manufacturer or supplier. If the prize involves travel and travel-related services, such as accommodations, or any other service or attendance prize, then all arrangements related shall be subject to availability. Certain blackout dates and restrictions apply. Travel arrangements, accommodations, and other ticketing and assignments shall be made at discretion of Sponsor and may be subject to restrictions specified in the Supplement, such as dates by which travel must be completed or blackout dates. Any travel companion must be an adult unless either the winner or another adult travel companion is her/his parent or legal guardian and must execute a Release. Winner and travel companions must possess necessary travel documents. Acceptance of prize constitutes permission of Sponsor and those acting under its authority to use an entrant's name, photograph, voice and/or likeness for advertising/trade purposes without further compensation, unless prohibited by law. Winning entrants may be required to complete Sponsor's standard publicity release form. Sponsor is not responsible for any typographical or other error in the printing, the offering or the announcement of any prize. By accepting a prize, the winner agrees to hold Sponsor, and all of their respective directors, officers, employees, agents and assigns, harmless against any and all claims and liability arising out of use of prize.

6. **Miscellaneous Provisions.** By entering a Contest, an entrant accepts and agrees to the Rules and the decisions of Sponsor, which shall be final in all matters. Sponsor or its designated agent will be the sole arbiter in the case of any and all disputes that may arise related to a Contest. All winners, by acceptance of a prize, agree to release Sponsor from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership or use of the prize or while preparing for, participating in, and/or traveling to and/or from any prize-related activity. An individual may request a list of winners for any Contest by sending a self-addressed, stamped envelope to a participating Company, which must be received by the Company not later than six months after the drawing date. Vermont residents may omit return postage. The Contest is an offer to participate in a drawing and does not imply that any entrant has or will win a prize. Sponsor shall have no liability for the access to or destruction of entries in the operation of a Contest. All federal, state and local laws and regulations apply. Except where prohibited by law, all disputes concerning a Contest will be governed by and construed in accordance with the laws of the State of Maine without regard to its choice of laws or conflicts of laws provisions. No Contest will be conducted and all entries will be deemed void if law prohibits the Contest. No groups, clubs, newsletters or organizations may reproduce or distribute any portion of these Official Rules to its members.

7. **Electronic Data.** In the event that the Contest provides for entries by means of use the internet or by electronically maintained account information, including debit cards, credit cards, loyalty cards, or any other source, then Sponsor assume no responsibility or liability for (1) interrupted or unavailable network, server, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network; (2) incorrect or inaccurate capture of entry or other information or the failure to capture any such information, (3) any incorrect data contained in any Contest entry or the records of the participating account associated with such entry, including entrant's address or phone number. Should any portion of a Contest be compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Contest and select winner from entries received prior to the occurrence of such intervening cause or as otherwise deemed fair and appropriate by Sponsor. Sponsor is not responsible for any incorrect or inaccurate information, whether caused by any form of tampering, hacking, or by any equipment or programming associated with or utilized in a Contest, and assumes no responsibility for any error, interruption, deletion, defect, delay in operation, or transmission, communications line failure, theft or destruction, or unauthorized use of a phone line.

Contest and Sweepstakes Rules

CONTEST SUPPLEMENT

1. **USE OF FORM.** All capitalized terms used in this Contest Supplement shall have the meaning set forth in the then-current version of the Contest and Sweepstakes Rules issued by the Hannaford Bros. Co, its subsidiaries, and Kash N' Karry Food Stores Inc. All Contests conducted by or for the Companies are governed by the then current version of the Rules. This Supplement is used to specify unique attributes of any particular program and is deemed part of the Rules for that particular program.

2. **Contest Name:** “Enter for a Chance to Win a set of Autographed 2008 Red Sox Wines”

3. **Co-Sponsors/Co-Marketer:** none

4. **Third Party Agent:** None

a. The third-party agent will conduct the drawing and determine the winners: Yes X No

5. **Contest Entry/Promotion Dates:** July 10, 2008 – August 2, 2008

6. **Drawing Date:** August 8, 2008

7. **Participating Store Locations:** #342-Scarborough, #351-Forest Ave., #222-Falmouth, #231-Brunswick, #123-Ellsworth, #109-Airport Mall Bangor, #389-Wells, #144-Damariscotta, #384-York

8. **Limitations on number of entries.** Unless specified otherwise, only one entry will be accepted per family/household per day of the Contest: Sweepstakes entry forms available only during wine tasting events to be distributed by the product ambassador.

9. **How Prizes are Claimed:** Potential winner(s) will be randomly drawn and contacted by phone for details on when to pick up the autographed bottles at the Hannaford corporate office. To claim prize, the winner must come to the Hannaford corporate office and show valid picture ID.

Prizes: One grand prize winner receives a set of autographed 2008 Red Sox Wines by Longball Vineyards

10. **Estimated Cash Value of Prizes:** 3 Bottles of wine at \$12.99 each, for a total value of \$38.97

11. **Other Contest Rules, Terms, or Conditions:** Grand Prize does not include any labor, installation or other fees associated with products or services received as a prize from Main Street Furniture.