

BROOKSHIRE'S FOOD CLUB FRENZY GIVEAWAY SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

1. **HOW TO ENTER:** Beginning 01/06/10 through 02/16/10, customers who use their Brookshire's Thank You Card will be entered for a chance at the Brookshire's Food Club Frenzy Giveaway Sweepstakes ("Sweepstakes"). If you do not have a THANK YOU Card, you may obtain one at the customer service desk. To enter without a purchase: On a plain piece of 4" x 6" paper, hand print your complete name, address (no P.O. boxes), zip code plus daytime phone number with area code. Mail your entry in a hand-addressed #10 envelope with first-class postage affixed, to: Brookshire's Food Club Frenzy, P.O. Box 1411, Tyler, TX 75710-1411. Limit one entry per envelope. No mechanically reproduced entries permitted. Illegible or incomplete entries are void. Not responsible for lost, late, mutilated, misdirected or postage due entries, entries not received in time for the random drawings, faulty machinery or other mechanical error, THANK YOU Cards scanned incorrectly, scanner failures or malfunctions. Entries must be received by 02/16/10.
2. **ELIGIBILITY:** Open to residents of AR, LA, and TX, 18 years of age and older as of 01/06/09, except for employees of Brookshire Grocery Company, and their affiliates, subsidiaries and agencies, and members of their immediate family or persons living in the same household. Void where prohibited.
3. **DRAWING:** Random prize drawings will be conducted between 1/06/10 and 02/16/10 by Brookshire Grocery Company. Each prize drawing winner will be contacted by Brookshire's to confirm winner's home address and to notify the winner their home will be visited by the Food Club Frenzy van driver. At the home visit, one hundred dollars (\$100.00) will be earned for showing a Brookshire's Thank You Card. Additionally, winners will earn one hundred dollars (\$100.00) per each participating Brookshire's Store Brand item listed below, up to twenty nine (29) items for a maximum potential prize of three thousand dollars (\$3,000.00). Participating brands include: Food Club, Valu Time, Full Circle, World Classics Trading Company, Paws Premium, Academix, Domestix, Electrix, Brookshire's, Brookshire's Best, Top Care, CharKing, and Goldenbrook Farms. You are automatically registered every time you use your Thank You Card. Participants must use valid Thank You Card for automatic entry. Please ensure that all information associated with your Thank You Card is current by updating any changes at the store courtesy counter. In the event of any dispute regarding the identity of a potential winner, an entry will be deemed submitted by the individual listed as the holder of the Brookshire's Thank You Card in the records of the participating account. It is solely the responsibility of the cardholder to report any changes in cardholder information.

NO PURCHASE NECESSARY. Odds of winning depend on the number of entries received. Participating Brookshire's Grocery stores include stores in the states of AR, LA, and TX. Not available in Mississippi. Odds of winning depend on number of entries received at Brookshire's stores (including mail-in entries). Potential winners will be notified by phone and will be required to complete a Liability Waiver and a Publicity Release, which must be fully executed at the time of home visit, or prize will be forfeited and an alternate may be selected. All income taxes resulting from acceptance of prize are the

responsibility of winner. By entering Sweepstakes, entrant accepts and agrees to these Official Rules and the decisions of Brookshire Grocery Company, the administrator, which shall be final in all matters. Any entrant further agrees to release and hold harmless Brookshire Grocery Company and its respective parent companies, affiliates and subsidiaries, its respective advertising and promotion agencies, and all of its respective officers, directors, shareholders, agents, representatives and employees (individually and collectively "Releasees") from any and all liability, losses, damages or injuries whatsoever (whether due to negligence or otherwise) to person(s), including death, or property, arising in whole or in part, from his/her participation in this Sweepstakes or acceptance or possession, use/misuse of any prize, or participation in any Sweepstakes-related activity. By accepting prize, winner agrees to hold Brookshire Grocery Company, its affiliates, directors, officers, employees and assigns harmless against any and all claims and liability arising out of use or redemption of prize. Acceptance also constitutes permission to Brookshire Grocery Company to use winner's name, likeness for marketing purposes without further compensation or right of approval, unless prohibited by law. Releasees will not be responsible for lost, late, or misdirected entries or prize notices or for any typographical, or other error in the printing of the offer, administration of the Sweepstakes, or announcement of the prizes. In the event of any such error, Judges reserve the right to modify this Sweepstakes in a manner deemed reasonable by the Judges, at the Judges' sole discretion. All federal and state laws apply.

4. **PRIZES: TEN (10) Grand Prizes:** Ten random winners will be selected, each of which will have the opportunity to win one hundred dollars (\$100.00) for presenting a Thank You Card and one hundred dollars (\$100.00) for each participating Store Brand item located in the winner's home, up to twenty-nine (29) items, for a maximum combined total of three thousand dollars (\$3,000). Odds of winning vary depending on the number of entries. ARV of each prize: up to \$3,000. Total Value of all Prizes: up to \$30,000. Prizes consist of only those items specifically listed as part of the prize. Limit one prize per family/household. No substitution or transfer of prize permitted by winner. Sponsor reserves the right to substitute a prize of equal or greater value. All prizes will be awarded.
5. **WINNERS' LIST:** For the name of prize winners, available after 03/10/10, send a self-addressed, stamped #10 envelope to: Brookshire's Food Club Frenzy Giveaway Winners' List, P.O. Box 1411, Tyler, TX 75710

Administrator: Brookshire Grocery Company, 1600 West Southwest Loop 323, Tyler, TX 75710

ABBREVIATED RULES:

NO PURCHASE NECESSARY. Odds of winning depend on the number of entries received. Open to residents of AR, LA, and TX, 18 and older. Not available in Mississippi. To enter without a purchase: On a plain piece of 4" x 6" paper, hand print your complete name, address (no P.O. boxes), zip code plus daytime phone number with area code. Mail your entry in a hand-addressed #10 envelope with first-class postage affixed, to: Brookshire's Food Club Frenzy, P.O. Box 1411, Tyler, TX 75710-1411. Limit one entry per envelope. Subject to Official Rules, available at store Courtesy Counter or at www.brookshires.com. Sweepstakes ends 02/16/10.