

Rite Aid Winter Olympic Sweepstakes

Official Rules

NO PURCHASE IS NECESSARY TO ENTER. MAKING A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

Sweepstakes Period: Rite Aid Winter Olympic Sweepstakes (the “Sweepstakes”) **begins on October 25, 2009 at 12:01:01 A.M. Eastern Time (ET) and ends on December 19, 2009 at 11:59:59 P.M. Eastern Time (ET) (the “Sweepstakes Period”).**

HOW TO ENTER: Two Ways to Enter:

1.) Eligible consumers who participate, in accordance with all applicable terms and conditions, in the Rite Aid Winter Olympics Sweepstakes and who meet all eligibility requirements of these Official Rules, including but not limited to the age and residency requirements referenced under “Eligibility”, below, may enter the Sweepstakes by accessing the Rite Aid Winter Olympics Sweepstakes page at , <https://riteaid.rebateplus.com/sweepstakes> and clicking on the “Rite Aid Winter Olympic Sweepstakes” icon. On-line entries must be submitted by 11:59:59 p.m. Eastern Time (ET) on December 19, 2009 in order for you to qualify for entry in the Sweepstakes.

2.) **Enter without making a purchase** - legibly hand-print your name, complete mailing address including zip code, day time phone number including area code and your date of birth on a 3x5 card or piece of paper. Mail your entry in a standard #10 business-size envelope to: Rite Aid Winter Olympics Sweepstakes, P.O. Box [49173](#) Strongsville, OH 44149-[0173](#)) **Limit one (1) entry per envelope.** No mechanically reproduced or computer generated entries allowed. All mail-in entries must be **received** by December [19](#), 2009. Proof of mailing does not constitute proof of receipt. Any and all materials submitted become the exclusive property of Sponsor and will neither be acknowledged nor returned, except as provided herein

ELIGIBILITY: Sweepstakes is open only to legal residents of AL, CA, CO, CT, DC, DE, GA, ID, IN, KY, LA, MA, MD, ME, MI, MS, NC, NH, NJ, NV, NY, OH, OR, PA, RI, SC, TN, UT, VA, VT, WA, WV, who are 18 years of age or older (19 or older if a resident of AL or NE) as of the date of entry. Not valid in AK, AZ, AR, FL, HI, IL, IA, KS, MN, MO, MT, NE, NM, ND, OK, SD, TX, WI, WY Void where prohibited. Employees, officers and directors of Rite Aid Corporation (“Sponsor”), PlusNet Marketing, Archway, [Procter and Gamble](#), [USOC](#) and each of their respective parent companies, affiliates, subsidiaries, advertising and promotion agencies, and any others engaged in the development, production or distribution of sweepstakes materials or prizes, and members of the immediate families (defined as spouse, biological or step-parent, grandparent, sibling or child, and each of their respective spouses, regardless of where they reside) or those living in the same households as any of the above, whether or not related, are not eligible to participate or win a prize. This sweepstakes is subject to all applicable federal, state, and local laws and regulations. **Void outside the 50 United States/D.C. and where prohibited.**

SELECTION OF WINNERS: On or around December 31, 2009, the Sweepstakes Administrator (“Administrator”) will conduct a random drawing to select the winners of the prizes described below from among all eligible entries received in accordance with these Official Rules through both entry methods combined. Each potential winner must comply fully with these Official Rules in order to be eligible to receive the prize for which his/her entry has been selected. Sponsor or Administrator will attempt to contact potential winners by telephone and/or postal mail. If a potential winner cannot be contacted, or if s/he is found to be ineligible, or if s/he cannot or does not comply with these Official Rules, or if his/her prize notification or prize is returned as undeliverable, then his/her prize may be forfeited, at Sponsor’s discretion, in which case an alternate potential winner will be randomly drawn from among all remaining eligible entries received.

The selected Grand Prize winner(s) will be contacted by telephone. Winner must have a current passport or be able to obtain one 24 hours before travel. Winner will be sent an affidavit of eligibility and liability and (where permissible) publicity release. These documents must be completed, signed, notarized and returned within seven (7) days of receipt or prize may be forfeited at Sponsor’s discretion. All decisions of the Sponsor are final and binding in all matters relating to this Sweepstakes.

PRIZES: 4 Grand Prizes – Approximate retail value (“ARV”) of the Grand Prize package is \$16,000 per couple or \$64,000 total.

Trip for 2 to Winter Olympics 2010 in Vancouver, Canada including Opening Ceremony, Event Tickets, Hotel, Airfare, Food and Ground Transportation

February 11-15, 2010

5 days/4 nights at the Marriott Pinnacle in Downtown Vancouver (4 Star)

One Room, Double Occupancy

Opening Ceremony Tickets

4 Sporting Events

*Short Track Speed Skating (Qualifying and Finals, medal ceremony)

*Women’s Hockey (featuring Team USA)

*Women’s Super Combined Alpine Skiing (featuring Lindsey Vonn, medal ceremony)

*Luge Men’s Singles (medal ceremony)

There is only four (4) Breakfasts, one (1) Lunch and Two (2) Dinners per package per person

Ground Transportation to/from Airport and to/from 4 Event Venues utilizing dedicated Olympic Lanes

Notwithstanding anything contained above, air transportation will not be provided as part of the Grand Prizes if the Grand Prize winners reside within one hundred (100) miles of Vancouver, Canada. If the Grand Prize winners do reside within one hundred (100) miles of Vancouver, Canada, then in lieu of air transportation, he/she will receive use of a rental car (subject to any and all age and/or other eligibility restrictions that may apply, and not inclusive of gas or any optional insurance coverage), in a size/class and model to be determined by Sponsor (in its sole discretion); no other alternative form(s) of transportation, and no compensation of any kind or amount (e.g., for the difference in value between the air transportation and the rental car) will be provided to the Grand Prize winners. The Grand Prizes must be accepted in the manner described herein. The Grand Prize trip may not be

combined with any other offer(s), and travel may not qualify for frequent flyer miles.

Travel will be arranged directly with the winner by a travel agent of Sponsor's choice on a carrier of Sponsor's choice. Winner must be available to travel during specific dates to be determined by Sponsor between February 1, 2010 and February 28, 2010, or prize will be forfeited in its entirety. Once made, arrangements cannot be altered, and failure of winner or winner's travel guest to follow such schedule shall not obligate Sponsor in any manner to make alternate arrangements.

Grand Prize winners will be issued an IRS Form 1099 for the value of the prize and are responsible for paying all applicable taxes.

In the event the Grand Prize winner(s) cannot travel on the specified dates the prize will be forfeited and an alternate winner will be selected in a random drawing from among all remaining eligible entries received.

The odds of winning a prize are based on the total number of eligible entries received through both entry methods combined. All applicable federal, state and local income taxes on prizes, and any other expenses and costs associated with use or acceptance of a prize not explicitly stated herein as being provided, are winner's sole responsibility. All prize details shall be determined at Sponsor's sole discretion. Prizes are awarded "as is" without any warranty or guarantee, express or implied, by Sponsor. No prize substitutions, transfers or cash alternatives will be permitted, except at Sponsor's sole discretion or as described herein. Sponsor may substitute a prize (or portion thereof) of equal or greater value if an advertised prize (or portion thereof) becomes unavailable.

PRIVACY: Information provided will be used solely to communicate with participants about the Sweepstakes. Information provided will not be sold or provided to third parties. For additional information, see the Sponsor's full privacy policy at <http://www.riteaid.com>.

ADDITIONAL CONDITIONS: By participating, all entrants agree that Sponsor, Rite Aid, PlusNet Marketing, Archway, Procter and Gamble, USOC and their respective parent companies, affiliates and subsidiaries, prize suppliers, advertising and promotion agencies, and all others associated with the development or execution of this Sweepstakes, and each of their respective directors, officers, employees, agents, shareholders and representatives (collectively, the "Released Parties"), are not responsible for: bodily injuries, death, losses, or damages of any kind that may arise from or in connection with entrant's participation in the Sweepstakes or acceptance, possession or use of any prize or participation in prize-related activities, including but not limited to anything travel-related. Sponsor reserves the right at its sole discretion to disqualify fraudulent online entries/mailed entries or such requests/entries that are otherwise not in accordance with these Official Rules.

The Released Parties are further not responsible for: (i) electronic transmissions, or mailed entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, postage-due, misdirected or not received by Sponsor or its agents for any reason; (ii) any problems or

technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures or human error that may occur in the transmission, receipt or processing of online entries or mailed entries, or for destruction of or unauthorized access to, or alteration of, such requests/entries; (iii) failed or unavailable hardware, network, software or telephone transmissions, damage to entrants' or any person's computer and/or its contents, or causes beyond Sponsor's reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Sweepstakes; (iv) any mailed entries or online Sweepstakes entries submitted in a manner that is not expressly allowed under these Rules; all such entries/requests will be disqualified; (v) Incorrect or inaccurate entry information whether caused by entrants or by any of the equipment or programming associated with or utilized in the Sweepstakes; (vi) any typographical or other error in the printing or advertising of the Sweepstakes, administration or execution of the Sweepstakes, or in the announcement of prize winners; (vii) cheating or fraud by any participant; or (viii) any delays in delivery of any prize.

All incomplete or non-conforming entries will be disqualified. All online entries and mailed entries become Sponsor's property and will not be returned. If for any reason the online entry portion of this Sweepstakes cannot be executed as planned, including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor or Sponsor's agents that corrupt or affect the security, administration, fairness, integrity or proper conduct of this Sweepstakes, or this Sweepstakes is compromised or become technically corrupted in any way, Sponsor reserves the right to terminate the online entry portion of this Sweepstakes. If the online entry portion of this Sweepstakes is terminated before the original, stated end date for same, Sponsor or its agents will select the winners by random drawing from among all eligible entries received online as of the termination time and date, combined with all mailed entries received in accordance with these Rules. Sponsor reserves the right, at its sole discretion, to disqualify and prosecute any individual who tampers with or attempts to tamper with the Sweepstakes entry process or who attempts to enter the Sweepstakes improperly. **CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEB SITE OR OTHERWISE CORRUPT OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.**

By accepting a prize, each winner agrees that Sponsor and its designees may use winner's name, voice, photograph, likeness, address (city and state), biographical information, prize information and/or statements about this Sweepstakes for advertising and publicity purposes in any and all media now or hereafter known throughout the world in perpetuity without compensation or further approval or notice unless otherwise prohibited by law.

DISPUTES: By participating, each participant agrees that: (1) these Official Rules and the decisions of the Sponsor are final and binding; (2) any and all disputes, claims, and causes of action arising out of or in connection with this

Sweepstakes, or any prize awarded, shall be resolved individually without resort to any form of class action. Any and all proceedings shall take place in an appropriate federal or state court within the Commonwealth of Pennsylvania; (3) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (4) under no circumstances will a participant be permitted to obtain awards for or claim punitive, incidental, or consequential damages, or any damages other than actual out-of-pocket expenses, or to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participants and the Sponsor in connection with the Sweepstakes, shall be governed by and construed in accordance with the laws of the Commonwealth of Pennsylvania without giving effect to any choice of law or conflict of law rules or provisions, whether of the Commonwealth of Pennsylvania or any other jurisdiction that would cause the application of the laws of any jurisdiction other than the Commonwealth of Pennsylvania.

WINNERS LIST: For winners' names, send a self-addressed stamped envelope after January 4, 2010 to: **WINNERS LIST, Rite Aid Winter Olympics Sweepstakes** P.O. Box [49173](#) Strongsville, OH 44149-[0173](#). Requests must be received by February 4, 2010, and will be fulfilled after all prizes have been awarded.

SPONSOR: Promotion Sponsor Rite Aid HDQTRS. Corp. 30 Hunter Lane, Camp Hill, PA 17105

ADMINISTRATOR: PlusNet Marketing, 415 Eagleview Blvd, Suite 116, Exton, PA 19341