

## ***Birds Eye Play With Your Veggies Sweepstakes***

### **OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN** and purchase does not increase your chances of winning. Void where prohibited. Birds Eye Play With Your Veggies Sweepstakes (the "Sweepstakes") is only open to legal residents of NC, SC, VA, GA, TN, DE, MD and DC who are 18 years of age or older as of August 21, 2013. Sweepstakes ends August 27, 2013.

#### **1. Here's How To Enter:**

**VIC Card.** Each time you visit any participating Harris Teeter store in NC, SC, VA, GA, TN, DE, MD or DC and use your Harris Teeter VIC Card between August 21, 2013 and August 27, 2013 (the "Sweepstakes Period"), you automatically receive one entry (a "VIC-Card Entry"). A free VIC Card can be obtained upon application at any Harris Teeter store. VIC Cards that are stolen, fraudulent, tampered with or otherwise altered are not eligible for use in the Sweepstakes. Limit one (1) VIC-Card Entry per person/VIC card/household, per day.

**Entry by Mail:** In lieu of the VIC Card-use entry method, you may also enter simply by hand-printing your name, complete address (including city, state and zip code), day and evening phone numbers and birth date on a single 3" X 5" card (the "Mail-In Entry") and mailing it to: Birds Eye Play With Your Veggies Sweepstakes, PO Box 10100, Matthews, NC 28106-0100. No purchase or ownership or use of a VIC Card is necessary to enter by mail. Customers are limited to one (1) Mail-In Entry per day, per household and only one Mail-In Entry per envelope. Only original hand printed Mail-In Entries are eligible. Mechanically reproduced Mail-In Entries will not be accepted. Illegible and incomplete Entries will be disqualified. Each Mail-In Entry must be placed in a separate outer mailing envelope. Any Mail-In Entry received in excess of the one request per day and/or the one request per envelope will not be entered into the drawing. All Mail-In Entries must be postmarked by August 28, 2013 and received by September 3, 2013 in order to be eligible. All Mail-In Entries become the exclusive property of Harris Teeter and will not necessarily be acknowledged or returned. Limit one entry per person per day by any method.

**2. Random Drawings:** The winners will be chosen in a random drawing from all entries received on or about September 5, 2013. Decisions of the judges are final. All the prizes will be awarded and the winners notified by e-mail and/or telephone.

**3. Prizes and Approximate Retail Value:** **Grand Prize – Twenty-Five (25) Grand Prize** winners will be selected to receive a \$200 Gift Certificate/Card from Dick's Sporting Goods. (Estimated ARV - \$200)

Total ARV of all prizes - \$5,000.00.

**4. General Rules:** Employees, officers and directors of Harris Teeter Supermarkets, Inc., Pinnacle Foods Group, Acosta Sales and their respective affiliates, parents or subsidiaries, and their advertising and promotion agencies and their immediate family members and/or those living in the same household of each are not eligible. All federal, state and local laws apply. The Sweepstakes is void where prohibited by law. Potential Grand Prize winner will be asked to execute an Affidavit of Eligibility/Release of Liability Prize Acceptance Form within 7 days of attempted notification in addition to a promotional release. Non-compliance with this time period may result in disqualification and an alternate winner will be selected. Unless prohibited by law, acceptance of the prize constitutes permission by the winner for the Sponsor and its agencies to use, without further compensation, the winner's name and/or likeness for purposes of advertising. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges. Sponsor is not responsible for any typographical or other error in the printing of the offering, the administration of the sweepstakes, or the announcement of the prize(s). Harris Teeter Supermarkets, Inc., Pinnacle Foods Group, Acosta Sales and their respective employees, shareholders, directors, officers and agents and Participating Brands are not responsible for any damages resulting from the use of prizes, and make no warranty concerning the characteristics or qualities of the prizes. Federal, state and local taxes are the sole responsibility of the winner.

In the event of noncompliance with the Official Rules, or if the winner cannot be reached at the phone number on the winner's VIC Card application, the prize will be forfeited and awarded to an alternate winner (in the order drawn). Prizes are not transferable. No cash or prize substitutions, except that Sponsors reserve the right to substitute prizes of comparable value.

Harris Teeter Supermarkets, Inc., Pinnacle Foods Group, Acosta Sales assume no responsibility or liability for any act or failure to act regarding the transmitting, delay or processing of entries or VIC Card applications or for the operation of the VIC Card program, including data loss and/or corruption, computer malfunctions or software errors. To qualify for entry based on having a VIC Card scanned, you must provide Harris Teeter Ruddick Corp. a valid name and address associated with the card number. VIC Card membership is free and is open to everyone who completes and submits a customer application. Harris Teeter Supermarkets, Inc. reserves the right, at their sole discretion, to cancel the Sweepstakes should either portion or the VIC Card program become technically

corrupted or otherwise cannot be conducted as originally planned and to select winners from among all eligible entries received prior to cancellation.

5. **Limitation of Liability and Release.** Harris Teeter Supermarkets, Inc., Pinnacle Foods Group, Acosta Sales and their respective subsidiaries and affiliates, and the employees, officers and directors of all such parties assume no responsibility or liability for, and all entrants agree to release and hold them harmless from and against, any damages, injuries, losses, claims or causes of action of any kind arising from participation in this Sweepstakes, the operation of this Sweepstakes or the acceptance, possession, use or misuse of the prize.

6. **List of Winners:** For a complete list of winners, send a separate, self-addressed, stamped (#10) envelope to: Birds Eye Play With Your Veggies Sweepstakes, PO Box 10100, Matthews, NC 28106-0100. Requests must be received by 9/30/13.

7. **Sponsor:** Pinnacle Foods Group, Peoria. IL.