**PRICE CHOPPER INSTAGRAM FOOTBALL CONTEST**

**January 3rd 2013- January 21st 2013**

**Contest is only open to legal U.S. residents who reside in CT, MA, NH, NY, PA & VT and who are 18 years of age or older.**

NO PURCHASE NECESSARY. A PURCHASE DOES NOT INCREASE CHANCES OF WINNING. VOID WHERE PROHIBITED.

**1. TO ENTER:** The Price Chopper Instagram Football (“Contest”) begins at 12:00 AM Eastern Time (“ET”) on January 3rd 2013 and ends at 12:00 PM EST on January 21st, 2013 (“Promotion Period”). Log onto Price Chopper’s Facebook page to find Price Chopper Holiday Moments blog post during Promotion Period, and follow all entry instructions. Any promotion on this page is in no way sponsored, endorsed or administered by, or associated with, Facebook. You are providing your information to Price Chopper Supermarkets and not to Facebook. The information you provide will only be used for purposes relating to Price Chopper. Submit your photo on Instagram and use the hashtag #PCFootball or email your football photo to photos@pricechopper.com to enter to win. Limit one entry per person during Promotion Period. Price Chopper (“Sponsor”), Golub Corporation, their respective parent companies, subsidiaries, affiliates, distributors, suppliers, advertising, promotion agencies, directors, officers, employees, agencies, any of their respective partners or prize suppliers (collectively, the “Sponsor Affiliates”) are not responsible for electronic network, scanner or computer hardware or software malfunction and/or transmission failure, loss or delayed or corrupted data transmissions, or any technical or human failures, errors or difficulties of any kind. Multiple entries per person/Facebook User account/email address in excess of the limit or any use of robotic, repetitive, automatic, programmed, or similar entry methods or agents (including, but not limited to, sweepstakes-entry services) are prohibited and will void all entries by that entrant. Entrants assume all risk of lost, late, misdirected, incomplete, or illegible entries.

**2. ELIGIBILITY:** The Contest is only open to legal U.S. residents who reside in CT, MA, NH, NY, PA or VT, and who are 18 years of age or older as of January 3rd, 2013. Employees of the Sponsor, the Sponsor Affiliates or any of the members of their immediate family (spouses, siblings, parents and children) members of such employees and persons living in the same household as such employees are not eligible to win. This Contest is void where prohibited or restricted by law, and is subject to all applicable federal, state and local laws. Limit one prize per name, address and/or household. Price Chopper reserves the right to disqualify any participant or winner and may refuse to award any prize to a person who is ineligible or has violated any rule, gained unfair advantage in participating in the contest, or obtained winner status using fraudulent means. If a winner is disqualified, Price Chopper/Golub Corporation reserves the right to determine an alternate winner or not to award that winner’s prize, in its sole discretion. Decisions will be made by Price Chopper and are final.

**3. JUDGING/WINNER NOTIFICATION:** 1 grand prize winner and 10 additional winners will be randomly selected at the conclusion of the Promotion Period. Selection will be conducted by Price Chopper, whose decisions are final and binding on all matters relating to this Contest. The potential winners will be notified by email or through Instagram as submitted to the photo contest. If a prize notification is unanswered within one week or returned as undeliverable, such prize will be forfeited and an alternate winner will be selected. Winners are responsible for any and all federal, state and local taxes, if applicable. Limit one prize per household.

**4. GRAND PRIZES AND APPROXIMATE RETAIL VALUE:** One grand prize winner will receive a flat screen TV courtesy of Unilever. Additionally, five winners who submitted their entry on Instagram and 5 winners who submitted through email will each receive a $200 Price Chopper coupon booklet. The approximate retail value of the TV is $2,747.36. Sponsor/Sponsor Affiliates reserve the right to substitute the prize with a prize of comparable or greater value if the prize cannot be awarded as described for any reason.

**5. GENERAL:** The Sponsor reserves the right at its sole discretion to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Contest; violates the Official Rules; or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. In the event this Contest is compromised or becomes technically corrupted in any way, electronically or otherwise, the Sponsor reserves the right to cancel, terminate or suspend the automatic portion of the Contest and in such event, to select winners by a random drawing from among all eligible automatic entries received, up to such time of cancellation, termination or suspension. Entrants agree to be bound by these Official Rules and the decisions of the judges. All aspects of the prizes are non-transferable and no substitutions or cash equivalents are allowed except at the Sponsor’s sole discretion. All entries become the property of the Sponsor and will not be returned. Winners agree to indemnify and hold harmless and waive any and all claims of liability of any kind whatsoever against the Sponsor and/or the Sponsor Affiliates including any accident, loss, injury or death occurring or in any way related to the prizes or use/misuse thereof or while traveling to and/or from a location to obtain or use the prize. Neither the Sponsor

nor the Sponsor Affiliates make any warranty, representation or guarantee, express or implied, in fact or in law, relative to the use of the prizes including, without limitation, quality, merchantability and fitness for a particular purpose. Winners in accepting their prizes, consent to the use of their name, address (city, state), photograph and likeness for purposes of advertising, trade and promoting in any and all media on behalf of the Sponsor, without further compensation, except where prohibited by law.

**6. WINNERS’ LIST:** To receive a list of the Winners and/or Official Rules (please specify), mail a self-addressed, stamped envelope (Vermont residents may omit postage), by March 21st, 2013 to: Price Chopper Instagram Football Contest, Price Chopper Supermarkets, Mailbox 204, 461 Nott Street, Schenectady, NY 12308.

**7. SPONSOR:** Price Chopper Supermarkets, 461 Nott Street, Schenectady, NY 12308. (This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.)