

GROCERY INSIDERS RECRUIT SWEEPSTAKES
February 29, 2016 THROUGH February 28, 2017
OFFICIAL RULES AND REGULATIONS

NO PURCHASE NECESSARY. OFFICIAL RULES VOID WHERE PROHIBITED OR RESTRICTED BY LAW. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. To enter the Safeway Inc./Albertsons LLC ("Sponsor") Grocery Insiders Recruit Sweepstakes (the "Sweepstakes"), each entrant must be a legal resident of the U.S., residing in a state that corresponds with a Safeway Inc./Albertsons LLC Division. Without limiting the foregoing, this Sweepstakes is void in Florida, New York and where prohibited. To be eligible, entrants must also be eighteen (18) years of age or older as of August 27, 2015.

2. SWEEPSTAKES PERIOD: The Sweepstakes begins on February 29, 2016 at 12:01 AM PT and ends on February 28, 2017 at Midnight PT (the "Sweepstakes Period"), after which time the Sweepstakes will be closed and no further entries shall be accepted. Sponsor's computer is the official time keeping device for the Sweepstakes.

3. HOW TO ENTER: This Sweepstakes is open to all individuals that complete the registration process to join Grocery Insiders ("Registrants"), consisting of completing the Grocery Insiders registration survey and double-opting-in via the link sent in the confirmation email and Registrants are automatically entered into the Sweepstakes ("Entrants"). Entrant must be the registered subscriber of the account from which the entry is made. Sponsor will use the contact information an Entrant supplies to send a prize, as applicable. Normal Internet access, phone/usage charges imposed by your on-line/phone service will apply. All entries must be complete to be eligible. Neither Sponsor or Vision Critical Communications Inc. ("Administrator"), or their respective subsidiaries, affiliates, directors, officers or employees are responsible for lost, late, incomplete, or misdirected entries; or for any computer, telephone, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, availability or garbled or jumbled transmissions, service provider/Internet/Web site/use net accessibility or availability, traffic congestion, or technical failures, or unauthorized human intervention, or the incorrect or inaccurate capture of entry or other information, or the failure to capture any such information.

You may also enter by printing your name, street address, city, state, zip code, telephone number and complete email address on a 3 x 5 inch (or 7.5 x 12.5 cm) piece of paper and mailing it to Vision Critical Communications Inc., Grocery Insiders Sweepstakes, c/o 703 Market Street, 13th Floor, San Francisco, CA 94103. Please note the URL address of the registration survey is necessary to

identify the sweepstakes being entered. Mail-in entries that do not include the URL address will not be valid.

4. LIMIT: Each person eligible to enter the Sweepstakes may make multiple entries during the Sweepstakes Period in accordance with these Official Rules.

Multiple entrants are not permitted to share the same account. Any attempt by any entrant to use multiple or different email addresses, identities, registrations, logins, accounts or any other methods will void that person's entries and that person may be disqualified. Sponsor expressly reserves the right to disqualify any entry, in its sole discretion, that appears to have been generated by a so-called "spam" or automated email program or via scripts and automated submission.

5. GRAND PRIZE: Three (3) separate prizes of USD \$200 will be awarded to three (3) separate winners in accordance with the fulfillment options provided by Administrator's third party incentives fulfillment provider (which may include direct secure online bank deposit, virtual VISA card, paper check and/or other fulfillment options and are subject to changes in availability). Administrator's third party incentives fulfillment provider will directly contact selected entrants eligible to receive a prize and request completion of a Winner Notification Form. Subject to completion of the Winner Notification requirements within the time period provided, such selected entrant(s) will be declared winner(s) and Administrator's third party incentives fulfillment provider will process and fulfill prizes as redeemed by such winner(s). Sponsor reserves the right, in its sole discretion, to substitute a prize of equal or greater monetary value.

Prize fulfillment options are subject to change at any time in Administrator or Sponsor's discretion. All prizes will be awarded if the number of eligible entries received equals or exceeds the number of prizes. Prizes may not be transferred, assigned, substituted or redeemed for cash except in Sponsor's sole discretion.

6. WINNER SELECTION/NOTIFICATION: Winners will be selected in a random drawing on or about February 28, 2017 (the "Draw Date"), from among all eligible entries received. Drawing will be conducted by Administrator, whose decisions are final and binding on all matters relating to this Sweepstakes. Odds of winning a prize depend upon the number of eligible entries received during the Sweepstakes Period. Winners must comply with all Sweepstakes rules as published. Potential prize winners will be notified by email within fifteen (15) business days of the Draw Date. Potential prize winners will have two (2) business days from notification to accept the Prize by email, and will be instructed whom to contact at that time. The Administrator is not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify the winner. If a selected Entrant cannot be contacted or fails to respond within the allotted time the Administrator reserves the right to void that entry and select another eligible Entrant for that Prize (and in the event that the subsequent selected Entrant cannot be contacted or fails to respond, a further Entrant will be

selected, until a winner is determined, provided further that in the event that a winner is not determined after three (3) attempts have been made to contact three (3) Entrants total, the Administrator may elect not to conduct any further redraws and not award such Prize). The selected Entrants will be required to complete, and return to Administrator a web-based Winner Notification Survey within two (2) days of receipt. If a selected Entrant(s) fails to complete, and return the web-based Winner Notification Survey to the Administrator within two (2) business days, the Administrator reserves the right to void that entry and select another eligible Entrant for that Prize.

All applicable federal, state and local taxes on the prize are the sole responsibility of each winner. Limit one (1) prize per person/family/household. Administrator's third party incentives fulfillment provider shall remain solely responsible for the delivery of prize(s) to prize winners.

7. ELIGIBILITY: VOID WHERE PROHIBITED BY LAW. The Sweepstakes is only open to legal residents of the U.S., residing in a participating Division, as defined in Section 1. To be eligible, Entrants must also be eighteen (18) years of age or older as of time of August 27, 2015. Employees, officers and directors of the Sponsor or Administrator or their respective subsidiaries and affiliates, or any members of their immediate family (spouse, mother, father, sister, brother, daughter or son, "steps", or grandchildren of each regardless of where they live) or members of the households of such employees and directors (whether or not related) are not eligible. This Sweepstakes is void in FL, NY and where prohibited or restricted by law and is subject to all applicable federal, state and local laws. By entering, you agree to these Official Rules and the decisions of Sponsor, which are final and binding in all respects.

8. CONDITIONS OF PARTICIPATION: THE FOLLOWING TERMS & CONDITIONS APPLY: If, in the Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if a computer virus, bug, unauthorized intervention, fraud, technical difficulties, or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Sweepstakes, and/or the Sweepstakes is not capable of being conducted as described in these Official Rules, Sponsor shall have the right, at its sole discretion, to disqualify any individual who tampers with the entry process and to void any entries submitted fraudulently, and/or to cancel, terminate, modify or suspend this Sweepstakes, and conduct the random drawing from all non-suspect entries received prior to action taken, or as otherwise deemed fair and appropriate by Sponsor. If the Sweepstakes is cancelled, modified, suspended or terminated, notice will be posted on the Grocery Insiders site ("Web site"). Sponsor reserves the right to prosecute any fraudulent entrants to the fullest extent of the law. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or Web Site; to be acting in violation of the Official Rules; to be acting in violation of the terms of the Web Site, or to be acting in a non-

sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any use of robotic, automatic, programmed or the like entry methods will void all such entries by such methods, and disqualify any entrant using any such method. In the event of a dispute as to entries submitted by multiple users having the same account, the authorized holder of the account used to enter the Sweepstakes at the actual time of entry will be deemed to be the participant and must comply with these rules. Authorized account holder is deemed to be the natural person who is assigned an email address by an Internet access provider, on-line service provider or other organization which is responsible for assigning email addresses or the domain associated with the submitted email address. Sponsor or Administrator are not responsible for any incorrect or inaccurate information, whether caused by Web Site users, tampering or by any of the equipment or programming associated with or utilized in the Sweepstakes and assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access the Web site. Sponsor or Administrator are not responsible for injury or damage to participants or to any other person's computer related to or resulting from participating in this Sweepstakes or downloading or copying materials from or use of the Web Site. IN NO EVENT WILL SPONSOR OR ADMINISTRATOR OR THEIR RESPECTIVE AFFILIATES, SUBSIDIARIES AND RELATED COMPANIES OR THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS, BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF GROCERY INSIDERS OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM THIS SITE. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THIS SITE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OR LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

9. Entrants, by their participation, and winners, in accepting their prizes, agree to indemnify and hold harmless and waive any and all claims of liability of any kind whatsoever against the Sponsor and Administrator and/or their respective affiliates, subsidiaries, directors, officers or employees, including, but not limited to, damages, claims or causes of action of any kind whatsoever (however named or described) for injuries, loss or damage to person(s), including death, and property, or rights of publicity or privacy, defamation, or portrayal in a false light which may arise with respect to participation in any Sweepstakes related activity.

By accepting a prize, where permitted by law, winners grant to Sponsor, and those acting pursuant to Sponsor's authority, the right to use and publish his/her name, portrait, picture, voice and likeness for Sweepstakes purposes without additional consideration, on Grocery Insiders, without prior notification, review or approval.

Neither the Sponsor nor Administrator nor their respective affiliates, subsidiaries, directors, officers or employees, make any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the use of any prize including, without limitation, quality, merchantability, and fitness for a particular purpose. Further, the Sponsor, Administrator and their respective affiliates, subsidiaries, directors, officers or employees, shall accept no responsibility for any additional expenses, omissions, delays, re-routing or acts of any government or authority.

10. All actions arising pursuant to this Sweepstakes will be brought in the federal and state courts residing in Alameda County, California, and this Sweepstakes will be governed, in all respects by the internal laws of the State of California without regard to its conflict of law rules.

11. WINNERS' LIST: To obtain a copy of the winners' list or a copy of the Rules and Regulations, send your request to: to Vision Critical Communications Inc. Grocery Insiders, Winners List, c/o 200 Granville Street, Mezzanine Vancouver BC V6C 1S4, Canada. Requests must be received no later than April 27, 2017 and must enclose a self-addressed stamped envelope.

12. Sponsor: Safeway Inc./Albertsons LLC.5928 Stoneridge Mall Road, Pleasanton, CA 94588.

13. Administrator: Vision Critical Communications Inc., 200 Granville Street, Mezzanine Vancouver BC V6C 1S4