

**GROCERY INSIDERS RECRUIT SWEEPSTAKES
MARCH 1, 2017 THROUGH FEBRUARY 28, 2018
OFFICIAL RULES**

NO PURCHASE NECESSARY. OFFICIAL RULES VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

1. **ELIGIBILITY:** To enter the Grocery Insiders Recruit Sweepstakes (the "Sweepstakes"), each Entrant must be a legal resident of the U.S., residing in a state in which a retail store banner of Safeway Inc., Albertsons LLC, and New Albertson's, Inc. ("Sponsors") is operated. Without limiting the foregoing, the Sweepstakes is void in Florida, New York and where prohibited or restricted by law. To be eligible, Entrants must also be eighteen (18) years of age or older as of March 1, 2017. Employees, officers and directors of the Sponsors, Vision Critical (US) Inc. ("Administrator") and 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 to participate in the Sweepstakes. By participating in the Sweepstakes, each Entrant agrees to be bound by these Official Rules and that of the Sponsors' decisions, which are final and binding in all aspects.

2. **SWEEPSTAKES PERIOD:** The Sweepstakes begins on March 1, 2017 at 12:01 AM PT and ends on February 28, 2018 at Midnight PT (the "Sweepstakes Period"), after which time the Sweepstakes will be closed and no further entries shall be accepted. Sponsors' computer is the official time keeping device for the Sweepstakes.

3. **HOW TO ENTER:** This Sweepstakes is open to all individuals who complete the registration process to join the shopper Panel Community Grocery Insiders ("Registrants"), which consists of completing the Grocery Insiders registration survey and double-opting-in via the link sent in the confirmation email, upon which Registrants are automatically entered into the Sweepstakes ("Entrants"). Entrant must be the registered subscriber of the account from which the entry is made. Administrator 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 Sponsors or Administrator, nor 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/Website/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 the Sweepstakes 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 (US) Inc., Grocery Insiders Sweepstakes, c/o 200 Granville Street, Mezzanine Vancouver BC V6C 1S4, Canada. 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 individual who is 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. Sponsors expressly reserve the right to disqualify any entry, in their sole discretion, that appears to have been generated by a so-called "spam" or automated email program or via scripts and automated submission.

5. **PRIZES:** Three (3) separate prizes with each having the Approximate Retail Value ("AVR") of USD \$200 in the form of a cash distribution ("Prizes") will be awarded to three (3) winners in accordance with the fulfillment options provided by Administrator's third party incentives fulfillment provider ("Service Provider"), which may be distributed via direct secure online bank deposit, virtual VISA card, paper check and/or other fulfillment options and are subject to changes in availability. Administrator's Service 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 as outlined in Section 6 below within the time period provided, such selected Entrant(s) will be declared winner(s) and Administrator's Service Provider will process and fulfill Prizes.

Prize fulfillment options are subject to change at any time in Administrator or Sponsors' discretion. Sponsors reserve the right, in their sole discretion, to substitute a prize of equal or greater monetary value. 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 Sponsors' sole discretion.

6. **WINNER SELECTION/NOTIFICATION:** Winners will be selected in a random drawing on or about March 1, 2018 (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 the Sweepstakes. Odds of winning a Prize depend upon the number of eligible entries received during the Sweepstakes Period. Winners must comply with these Official Rules. 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 the date of notification to accept the Prize by email, which such acceptance will be communicated to a contact as directed by the Administrator. The Administrator is not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify the winner. If a winner 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 winners will be required to complete, and return to Administrator a web-based Winner Notification Survey within two (2) days of their 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 of their receipt, the Administrator reserves the right to void that entry and select another winner 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 Service Provider shall remain solely responsible for the delivery of Prize(s) to winners.

7. CONDITIONS OF PARTICIPATION: 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, Sponsors shall have the right, at their sole discretion to void any entries submitted fraudulently, and/or to cancel, terminate, modify or suspend the Sweepstakes, and conduct the random drawing from all non-suspect entries received prior to action taken, or as otherwise deemed fair and appropriate by Sponsors. If the Sweepstakes is cancelled, modified, suspended or terminated, notice will be posted on the Grocery Insiders site ("Website"). Sponsors reserve the right to prosecute any fraudulent Entrants to the fullest extent of the law. Sponsors reserve the right, at their sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or Website; to be acting in violation of these Official Rules; to be acting in violation of the terms of the Website, 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 individuals 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. Neither Sponsors nor Administrator are responsible for any incorrect or inaccurate information, whether caused by Website 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 Website. Neither Sponsors nor Administrator are not responsible or liable for any injury or damage to Entrants or to any other person's computer related to or resulting from participating in the Sweepstakes or downloading or copying materials from or use of the Website.

IN NO EVENT WILL SPONSORS 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 ANY INDIVIDUAL'S ACCESS TO AND USE OF THE WEBSITE OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM THE WEBSITE. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THE WEBSITE 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. EACH ENTRANT SHOULD CHECK THE APPLICABLE LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

8. 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 Sponsors 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 Sponsors, and those acting pursuant to Sponsors' authority, the right to use and publish the winner's name, image, picture, voice and likeness for Sweepstakes purposes

without additional consideration, on the Website, without prior notification, review or approval.

Neither the Sponsors 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 Sponsors, 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.

9. GOVERNING LAW/JURISDICTION: All actions arising pursuant to the Sweepstakes and/or these Official Rules will be brought in the federal and state courts residing in Alameda County, California, and the Sweepstakes Official Rules will be governed, in all respects by the internal laws of the State of California without regard to its conflict of law rules.

10. WINNERS' LIST: To obtain a copy of the winners' list or a copy of these Official Rules, send your request to: to Vision Critical (US) Inc. Grocery Insiders, Winners List, c/o 200 Granville Street, Mezzanine Vancouver BC V6C 1S4, Canada. Requests must be received no later than March 31, 2018 and must enclose a self-addressed stamped envelope.

11. SPONSORS: Safeway Inc., Albertson's LLC and New Albertson's, Inc. 11555 Dublin Canyon Rd, Pleasanton, CA 94588.

12. ADMINISTRATOR: Vision Critical (US) Inc., 200 Granville Street, Mezzanine Vancouver BC V6C 1S4, Canada.