

**GROCERY INSIDERS MONTHLY SWEEPSTAKES
MARCH 1, 2019 THROUGH FEBRUARY 29, 2020
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. **ELIGIBILITY:** To enter the Grocery Insiders Monthly 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., New Albertsons L.P., and Albertson’s LLC (“Sponsors”) is operated. Without limiting the foregoing, the Sweepstakes is void in Florida, and New York and any state in which Sponsors are not operating a retail store location, and where prohibited or restricted by law. To be eligible, Entrants must also be eighteen (18) years of age or older on the date of the commencement of each Sweepstakes Entry Period as listed in the chart below. Employees, officers and directors of the Sponsors, Vision Critical (US) Inc. (“Administrator”) and their respective parents, 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, officers 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, 2019 at 12:01 AM PT and ends on February 29, 2020 at Midnight PT (the “Sweepstakes Period”), after which time the Sweepstakes will be closed and no further entries shall be accepted. The Sweepstakes consists of twelve (12) monthly entry periods (each an “Entry Period”) as set forth in the chart below. Sponsors’ computer is the official time keeping device for the Sweepstakes. Approximate drawing dates for each applicable Entry Period (“Draw Date”) are listed in the chart below.

Entry Period	Entry Period Begins at 12:01 AM PT	Entry Period Ends at Midnight PT	Mail In Entry Postmark Date	Mail In Entry Receipt Date	Approx. Draw Dates for each Entry Period
1	1-Mar-19	31-Mar-19	31-Mar-19	5-Apr-19	17-Apr-19
2	1-Apr-19	30-Apr-19	30-Apr-19	5-May-19	15-May-19
3	1-May-19	31-May-19	31-May-19	5-June-19	15-June-19
4	1-June-19	30-June-19	30-June-19	5-Jul-19	17-July-19
5	1-Jul-19	31-Jul-19	31-Jul-19	5-Aug-19	15-Aug-19
6	1-Aug-19	31-Aug-19	31-Aug-19	5-Sep-19	15-Sep-19

7	1-Sep-19	30-Sep-19	30-Sep-19	5-Oct-19	16-Oct-19
8	1-Oct-19	31-Oct-19	31-Oct-19	Nov-19	15-Nov-19
9	1-Nov-19	30-Nov-19	30-Nov-19	5-Dec-19	15-Dec-19
10	1-Dec-19	31-Dec-19	31-Dec-19	5-Jan-20	15-Jan-20
11	1-Jan-20	31-Jan-20	31-Jan-20	5-Feb-20	15-Feb-20
12	1-Feb-20	29-Feb-20	29-Feb-20	5-Mar-20	15-Mar-20

3 HOW TO ENTER: This Sweepstakes is open to all eligible individuals who meet the criteria set forth on Section 1 above and who complete the registration process to join the shopper Panel Community, Grocery Insiders ("Registrants"). Registration consists of completing the Grocery Insiders registration survey and then double-opting-in via the link sent in the confirmation email, upon completion of which Registrants are automatically entered into the Sweepstakes (each an "Entrant"). Additional entries can be earned by Entrants completing additional Grocery Insiders surveys. Each successfully completed survey constitutes one additional entry. 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 online/phone service provider will apply. All entries must be complete to be eligible. Neither Sponsors nor Administrator, or their respective parents, 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 or Website 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, complete email address and the complete URL address of the applicable registration survey on a 3 x 5 inch piece of paper and mailing it to Vision Critical (US) Inc., Grocery Insiders Sweepstakes, c/o 7650 Edinborough Way # 350, Edina, MN 55435, USA. 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 set up during the registration process. Any attempt by any Entrant to use multiple or different email addresses, identities, registrations, logins, accounts or any other methods will void that Entrant's entries and that Entrant may be disqualified. Sponsors expressly reserve the right to disqualify any entry, in their sole discretion, that appears to have been generated by a "spam" or automated email program or via scripts or any type of automated submission.

5. PRIZES: On each Draw Date, ten (10) separate prizes with each having the Approximate Retail Value (“AVR”) of USD \$60 in the form of a cash distribution (“Prizes”) will be awarded to ten (10) winners. Total ARV of all Prizes is \$7,200. Prizes will be awarded 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’s 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, or substituted, except in Sponsors’ sole discretion.

6. WINNER SELECTION/NOTIFICATION: Winners will be selected in a random drawing on or about the Draw Date for each Entry Period as listed in the chart above, 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 any potential winner or a potential winners unsuccessful efforts to respond to a prize notification for any reason. If a potential 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 for that Prize, provided further that in the event that a winner is not determined after attempts have been made to contact ten (10) Entrants total, the Administrator may elect not to conduct any further redraws and not award such Prize). Potential winners will be required to complete and return to Administrator a web-based Winner Notification Survey within two (2) days of its receipt, the failure of which will result in the Administrator’s voiding that entry and selecting another potential 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 Sponsors’ 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 also 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 Entrant. 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. If, for any reason, an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry, if it is possible. Neither Sponsors nor Administrator are 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 PARENTS, 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. EACH ENTRANT SHOULD CHECK THE APPLICABLE LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATION 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 parents, 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 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. **DISPUTES, GOVERNING LAW/JURISDICTION:** Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by a state or federal court located in Ada County, Idaho; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering any Sweepstakes, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Idaho without giving effect to any choice of law or conflict of law rules (whether of the State of Idaho or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Idaho.

10. **PRIVACY:** All personal information submitted as part of the Promotion may be shared by and between the Promotion Entities. The privacy policy of Albertsons can be found at: <http://www.albertsons.com/Privacy-Policy> and the privacy policy of Safeway can be found at <http://www.safeway.com/ShopStores/Privacy-Policy.page>. By participating in the Promotion, you acknowledge that you have read and accept Sponsors' Privacy Policy. By participating in the Promotion, each Entrant agrees that his or her personal data, including but not limited to, name, mailing address, telephone number, and e-mail address may be collected, processed, stored and otherwise used for the purposes of conducting and administering the Sweepstakes and for marketing purposes.

11. **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 7650 Edinborough Way # 350, Edina, MN 55435, USA. Requests must be received no later than March 31, 2020 and must enclose a self-addressed, stamped envelope.

12 SPONSORS: Safeway Inc., New Albertsons L.P. and Albertson's LLC, 250 Parkcenter Blvd., Boise, ID 83706.

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