

## OFFICIAL RULES & REGULATIONS

### **Fire Up the Grill Free Piggly Wiggly Gift Cards For Permanent Lawful Residents of North Carolina, South Carolina and Georgia Only!**

Presented by Piggly-Wiggly Carolina Co., Inc. DBA Piggly Wiggly  
NO PURCHASE NECESSARY

**1. How to Enter: NO PURCHASE NECESSARY / OFFICIAL SWEEPSTAKES ENTRY FORMS & ELECTRONIC ENTRIES FOR PERMANENT LAWFUL RESIDENTS OF NORTH CAROLINA, SOUTH CAROLINA AND GEORGIA ONLY.** The Piggly Wiggly/ST Motorsports Fire Up the Grill Sweepstakes ("Sweepstakes") begins at 12:01 a.m. (Eastern Time ["ET"] on June 16, 2010 and ends at 11:59 p.m. ET on June 29, 2010 ("Sweepstakes Period"). To Enter: Sweepstakes entries will be accepted in two (2) ways – Mail in Entry Forms and Electronic Entries.

- a) **Electronic Entries:** Whenever a "PigCard/PFC/Greenbax" cardholder uses their PigCard/PFC/Greenbax card during the Sweepstakes Period he/she will receive one (1) entry and whenever a PigCard/PFC/Greenbax cardholder purchases any of the following brands: Clorox® Products; Kingsford® Charcoal; Kingsford MatchLight®; Glad® Products; Tums, Kimberly Clark Products, KC Masterpiece® Products; Bush's® Best Beans; McKee Baking; Tom, Fries & Chips, at any participating stores in South Carolina, and Georgia during the Sweepstakes Period and has his/her PigCard/PFC/Greenbax card properly scanned, the Pig Card/PFC/Greenbax cardholder will receive one (1) additional single entry into the Sweepstakes. If you do not have a PigCard/PFC/Greenbax card, you may apply for a free one by filling out an official application form at participating Piggly Wiggly Stores. No purchase is necessary to obtain a card.
- b) **Mail-In Entry:** You may enter by legibly hand printing in ink the name of the sweepstakes, your name, complete mailing address, including zip code, daytime and evening phone numbers and age on a plain 3" x 5" card and mailing the properly completed 3" x 5" card in a hand addressed #10 envelope with proper postage affixed to: Piggly Wiggly / ST Motorsports Fire Up the Grill Sweepstakes, 286 Browns Hill Road, Locust, NC 28097. All mail-in entries must be postmarked by June 29, 2010 and received by July 1, 2010. Limit one mail-in entry per envelope per person per day.

No mechanically reproduced, forged or altered entries are permitted. There will be no verification of receipt of entries. All entries submitted become the sole property of the Sponsor and will not be returned.

**2. Eligibility:** To enter the Sweepstakes you must be a lawful, permanent resident of North Carolina, South Carolina or Georgia and be 18 years of age or older as of June 29, 2010. Sweepstakes is void outside of the aforementioned States and where restricted or prohibited by law. The Sweepstakes, and any web site pages and advertisements relating thereto, are intended for viewing only within the continental United States. Employees of Affiliated Foods Southwest, Inc., Piggly Wiggly, ST Motorsports, Inc., ("Sweepstakes Sponsors"), McKee Foods, Lance, Inc., the Clorox Company, Kimberly Clark, Tums, Lance, Kingsford, Glaxo-Smith Kline, and Bush Brothers and Co., their respective parent companies, subsidiaries, affiliates, advertising, promotion agencies and the directors, officers, employees or agencies, and any of their respective partners or prize suppliers, their affiliated companies, parents, subsidiaries and

advertising and promotion agencies, (collectively, "Sweepstakes Entities"), and their immediate families (defined as spouse, mother, father, in-laws, grandmother, grandfather, brother, sister, children and grandchildren) and members of their households, are ineligible to participate in this Sweepstakes.

**3. Drawing and Notification:** All potential Grand Prize winners will be selected from among all eligible entries received in a random drawing, on or about July 2, 2010 by ST Motorsports, Inc. ("Sweepstakes Administrator"). Sweepstakes Administrator's decisions are final and binding in all respects. Odds of winning a prize depend on the number of eligible entries received. Potential winners will be notified by phone and/or by mail. If a potential winner cannot be reached within fourteen (14) days from the first notification attempt, then such person shall be disqualified and an alternate winner will be selected.

**4. Prizes:**

**Two (2) Grand Prize Winners:** The Grand Prize Winners will receive: One (1) Year supply of groceries with \$5200.00 in Piggly Wiggly Gift Cards. The ARV of each Grand Prize is \$5200.00 and the total ARV is \$10,400.00.

**One (1) First Prize Winner:** The First Prize Winner will receive: A trip for two (2) to a race of the winners choice from May 2010- May 2011 which includes roundtrip airfare from the closest major airport from winners' home, three (3) night hotel accommodations, two (2) tickets to the Sprint Cup race and two (2) tickets to the Nationwide race. The ARV of the First Prize is \$3300.00.

**Five (5) Second Prize Winners:** The Second Prize Winners will receive: One month supply of groceries with \$433 in Piggly Wiggly Gift Cards. The ARV of each Second Prize Winner is \$433.00 and the total ARV is \$2165.00.

**Twenty (20) Third Prize Winners:** The Third Prize Winners will receive: One week supply of groceries with \$100.00 in Piggly Wiggly Gift Cards. The ARV of each Third Prize Winner is \$100.00 and the total ARV is \$2000.00.

**Total ARV of all prizes is \$17,865.00**

All other expenses and costs, not expressly listed above, are the winner's sole responsibility. The Grand Prize and First Prize Winners are responsible for all taxes associated with the Grand Prize and the First Prize. No transfer, substitution, or cash equivalent for prizes allowed. Sweepstakes Entities reserve the right to substitute a prize (or portion of a prize) of equal or greater value if a prize cannot be awarded as described for any reason.

**5. Prize Conditions:** The potential Grand Prize and First Prize winners will be required to execute an Affidavit of Eligibility, a Liability Release and a Publicity Release, where legal. Such documents must be signed and returned by the date and/or time indicated within such documents. If a potential winner fails to sign and return such documents within that time, or if an entrant is found to be ineligible, or if he/she does not comply with the Official Rules, then the potential winner will be disqualified and an alternate winner will be selected. If a prize or prize notification is returned as undeliverable, this will result in disqualification and an alternate winner will be selected. All federal, state or other tax liabilities (including income taxes) arising from this Sweepstakes will be the sole responsibility of each winner. Except where prohibited by law, the winners' entries and acceptance of the prize constitutes permission for the Sweepstakes Entities to use said winners' names, photographs, likenesses, statements, biographical information, voices, and city and state addresses on a worldwide basis, and in all forms of media, in

perpetuity, without further compensation. Limit of one prize per person/family/household.

**6. Sweepstakes Conditions:** This Sweepstakes is subject to all applicable federal, state and local laws. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sweepstakes Entities and Sweepstakes Administrator, and waive any right to claim ambiguity in the Sweepstakes or these Official Rules. Winners and entrants also agree to release, discharge, indemnify and hold harmless the Sweepstakes Entities and each of their respective officers, directors, employees, representatives and agents from and against any claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any Sweepstakes-related activity or participation in this Sweepstakes.

**7. Limitations of Liability:** Sweepstakes Entities are not responsible for lost, late, damaged, delayed, destroyed, misdirected, incomplete, illegible or mutilated entries. Sweepstakes Entities may prohibit an entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives. The winners agree to release, hold harmless, and forever discharge the Sweepstakes Entities from any and all claims, demands, losses and liabilities, of any nature whatsoever, which they may now or hereafter assert, including but not limited to, claims for injury, death, or illness arising out of or claimed to be arising out of sweepstakes entry, prize acceptance, or use/misuse of the aforesaid prizes.

**8. Winners Names:** For the names of the winners in this Sweepstakes, which will be available after July 29, 2010, send a self-addressed, stamped envelope with a written request to Piggly Wiggly/ST Motorsports Fire Up the Grill Sweepstakes Winners, 286 Browns Hill Road, Locust, NC 28097.

**9. Sweepstakes Sponsors / Entities:** The Sweepstakes Sponsors of this promotion are Piggly Wiggly Carolina Co., Inc. 176 Croghan Spur, Charleston, SC 29407 and ST Motorsports, Inc, 286 Browns Hill Road, Locust, NC 28097. The Sweepstakes Entities of this promotion are Piggly Wiggly Carolina Co., Inc. 176 Croghan Spur, Charleston, SC 29407; Clorox Sales Company, 1221 Broadway, Oakland, CA 94612; Lance, Inc. 8600 South Blvd., Charlotte, NC. 28097; Glaxo-Smith Kline, 1000 GSK Dr., Moon Township, PA. 15108; McKee Foods, Inc., 10260 McKee Rd., Collegedale, TN 37315; Kimberly Clark, 2100 Winchester Rd, Neenah, WI. 54956; Tums; Bush Brothers and Co., 1016 East Weisgarber Rd., Knoxville, TN 37909; and ST Motorsports, Inc, 286 Browns Hill Road, Locust, NC 28097

**10. Sweepstakes Administrator:** The Sweepstakes Administrator for this promotion is ST Motorsports, Inc., 286 Browns Hill Road, Locust, NC 28097.