

Bottom Dollar Food
“Rev up the New Year & Win a Car” Sweepstakes

1. NO PURCHASE, PAYMENT, OR OBLIGATION NECESSARY TO ENTER OR WIN. PURCHASE, PAYMENT, OR OBLIGATION DOES NOT INCREASE CHANCES OF WINNING.

2. ELIGIBILITY: Sweepstakes open to legal residents of North Carolina, 18 years of age or older as of 12/17/08. Employees of Food Lion, LLC (“Food Lion, Bottom Dollar Food, Bloom”), its respective parents, subsidiaries, affiliates, advertising agencies, promotion agencies, and fulfillment agencies, and the immediate families (spouse, parents, children, siblings, and each of their spouses, regardless of where they live) and persons living in the same household as each of these individuals, whether related or not, are ineligible. The sweepstakes is subject to all applicable federal, state, and local laws and regulations. Void wherever prohibited or restricted by law.

3. HOW TO ENTER: The Bottom Dollar Food “Rev up the New Year & Win a Car” Sweepstakes (the “Promotion”) begins on December 17, 2008 at 7:00 AM Eastern Time (“ET”) and ends on January 27, 2009 at 11:00 PM ET (the “Promotion Period”).

There are two methods of entry: 1) Visit the Bottom Dollar Food store, located at 247 Plaza Drive Mooresville, NC, and each time you use your Bottom Dollar Food Membership CARD to make a purchase of \$25 or more, you will receive an “automatic entry” into the Sweepstakes. You will receive one entry for each purchase of \$25 during the Promotion Period, using your Bottom Dollar Food Membership CARD, two automatic entries with a purchase of \$50, three automatic entries with a purchase of \$75, and entries increasing accordingly in increments of \$25. The \$25 increments are based on final sale including tax.

2) To enter without making a purchase, hand-print your full name, street address (no P.O. Boxes), city, state, zip code, date of birth, plus daytime and evening telephone numbers on a 3” x 5” card. Mail your entry in a postage-paid business-size (#10) envelope, postmarked by January 27, 2009, to: Bottom Dollar Food “Rev up the New Year & Win a Car” Sweepstakes, 625 Panorama Trail, (Building 2, Suite 100), Rochester, NY 14625. No mechanically reproduced entries will be permitted. You may use the mail-in option as often as you like, but each entry must be hand-printed and mailed separately. Sponsor not responsible for electronic, network or computer/scanner failures or malfunctions, cards scanned incorrectly, or other technical errors of any kind. Further, Sponsor assumes no responsibility for lost, late, incomplete, illegible, damaged, misdirected or postage-due mailed entries.

4. DRAWING: Winner will be selected in a random drawing from among all eligible entries received (transactions and mail-ins) conducted on or about February 3, 2009 by US Sweeps & Fulfillment Company, whose decisions are final and binding on all matters related to this Sweepstakes. The winner must

comply with all Sweepstakes rules as published.

5. **ODDS:** Odds of winning are dependent on the total number of eligible entries received.

6. **PRIZE: One (1) Grand Prize:** A 2009 Chevrolet Aveo automobile. Approximate Retail Value ("ARV") \$12,650. Prize is not transferable or redeemable for cash and prize substitution will not be allowed, except at the sole discretion of Bottom Dollar Food/Food Lion LLC, which reserves the right to substitute the prize with another prize of approximately equal or greater value. Prize will be awarded only to a physical address in North Carolina.

All federal, state and local taxes on any prize are the sole responsibility of the prizewinner. Winners will be issued an IRS Misc. Income 1099 tax form for the total value of the prize. All prizes will be awarded. Prizes consist solely of those items specifically listed, and may not be substituted, transferred or redeemed for cash. The Grand Prize Winner will be solely responsible for all car title, license and registration fees, freight, delivery, dealer prep, emissions inspection, additional equipment, all federal, state and local taxes, insurance, gasoline, vehicle maintenance and all other fees and expenses associated with the receipt and use of the prize vehicle and must provide proof of valid insurance and driver's license. Delivery of vehicle will take place at a dealership designated by Sponsor within approximately sixty (60) days of notification. All costs and expenses related to participation in the Promotion and/or acceptance of a prize offered, not expressly specified in these Official Rules, are the sole responsibility of the Grand Prize Winner.

7. **WINNER NOTIFICATION:** The winners will be notified by phone and confirmed in writing. If a potential winner cannot be contacted within five (5) business days, that individual may be disqualified and an alternate winner selected at random from among all of the remaining eligible entries. Winner will be required to complete, sign, and return: an Affidavit of Eligibility and Liability Release; and an IRS Form W-9. Winner is solely responsible for any taxes or other payments associated with the prize. If any prize correspondence (including email) is returned as undeliverable, or if the winner fails to complete, sign, and return the foregoing documents within fourteen (14) days from their issuance, the prize will be forfeited and an alternate winner will be selected from among all other eligible entries received.

GENERAL CONDITIONS: By participating in the Sweepstakes, entrants agree to release, indemnify, and hold harmless Bottom Dollar Food /Food Lion LLC, its respective parents, subsidiaries, affiliates, advertising agencies, promotion agencies, and fulfillment agencies, and each of its respective employees, agents, representatives, officers, directors, and shareholders (collectively, "Releasees") from and against any injuries, losses, damages, claims, actions, and any liability of any kind resulting, in whole or in part, directly or indirectly, from or arising from participation in the Sweepstakes, or possession, use, misuse, or nonuse of any prize awarded. Entrants agree that the laws of the State of North Carolina, without regard to conflicts of law

principles, govern this Sweepstakes and any disputes related to or arising from this Sweepstakes. Except where prohibited by law, all disputes concerning this promotion will be governed by and construed in accordance with the laws, rules and regulations of the State of North Carolina without regard to its choice of laws or conflict of laws provisions. Releasees are not responsible for: any lost, late, delayed, misdirected, stolen, illegible, undelivered, garbled, damaged, incomplete, or postage due entries or submissions; or any computer, online, telephone, technical, mechanical, printing, typographical, human, or other errors or malfunctions relating to or in connection with the Sweepstakes. If, in Food Lion's opinion, this Sweepstakes is, for any reason, not capable of running or being completed as planned, tampering, unauthorized intervention, fraud, technical failures, or any other cause which corrupts or affects the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Bottom Dollar Food/Food Lion LLC reserves the right, at its sole discretion, to disqualify any person responsible and to modify, cancel, or terminate the Sweepstakes and select a winner from all eligible entries received prior to the cancellation or termination.

CAUTION: ANY ATTEMPT TO DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY VIOLATE CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, BOTTOM DOLLAR FOOD/FOOD LION LLC RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY PERSON RESPONSIBLE. By participating in the Sweepstakes, entrants agree that: under no circumstances will entrants be permitted to obtain awards for, and entrants hereby waive all rights to claim, punitive, incidental, consequential, or any other damages, other than actual out-of-pocket expenses; any causes of action arising out of or connected with the Sweepstakes shall be resolved individually; and any claims, judgments, or awards shall be limited to actual out-of-pocket costs and shall not include any attorneys' fees or other legal or court costs. Bottom Dollar Food/Food Lion LLC reserves the right to modify prize award procedures.

8. **WINNER'S LIST:** For the name of the winner, mail a self-addressed, stamped envelope to: Bottom Dollar Food "Rev up the New Year & Win a Car" Sweepstakes Winner Confirmation, PO Box 25497, Rochester, NY 14625. Requests must be received by April 3, 2009. The winner will also be posted in store on the community board and for a limited time on www.bottomdollarfood.com.

9. **SPONSORS/ADMINISTRATOR:** This Sweepstakes is sponsored by Bottom Dollar Food/Food Lion LLC and administered by US Sweepstakes & Fulfillment Co., 625 Panorama Trail (Bldg. 2, Suite #100) Rochester, NY 14625.

10. **CONSUMER DISCLOSURE: NO PURCHASE, PAYMENT, OR OBLIGATION NECESSARY TO ENTER OR WIN. A PURCHASE, PAYMENT, OR OBLIGATION WILL NOT INCREASE YOUR CHANCES OF WINNING.** You have not yet won. One (1) Grand Prize: Winner will receive a 2009 Chevy Aveo. ARV \$12,650. Odds of winning Grand Prize depend upon the total number of eligible entries received. Mail-in entries must be postmarked by 1/27/09 and received by 2/2/09. Sweepstakes ends 1/27/09. See Official Rules above for complete prize restrictions and full details. Sponsored by Bottom Dollar Food/Food Lion, LLC.

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