

MARKET BASKET 58th ANNIVERSARY SWEEPSTAKES
OFFICIAL RULES
NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN
A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING

1. **ELIGIBILITY:** The Market Basket 58th Anniversary Sweepstakes ("Sweepstakes") is open only to legal residents Louisiana and Texas who are 18 years of age or older at the time of entry. Employees of Market Basket Foods ("Sponsor") and the "Promotional Participants" (i.e., Coca-Cola Southwest Beverages LLC, The Coca-Cola Company, Coca-Cola Bottlers, Gage Marketing Group, LLC and each of their respective related parent companies, affiliates, subsidiaries, agents, advertising and promotion agencies and suppliers that are involved in the development or execution of this Sweepstakes) and each of their immediate family members (mother, father, sister, brother, husband, wife, daughter, son, step-father, step-mother, step-daughter, step-son, step-brother, step-sister, half-brother, half-sister and/or spouses of each) and/or those living in the same household of each are not eligible to enter or win a prize. This Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void outside of Louisiana, Texas and where prohibited by law.
2. **AGREEMENT TO OFFICIAL RULES:** By participating in this Sweepstakes, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor, which are final and binding in all matters related to the Sweepstakes.
3. **HOW TO ENTER:** Beginning 5/01/19 on an Official Entry Form, available until 5/21/19 (or while supplies last); or on a plain piece of 3" x 5" paper, hand print your complete name, address, city, state, ZIP code and daytime phone number. Deposit entry into the entry box by close of business on 5/21/19. No mechanically reproduced entries permitted. Illegible or incomplete entries are void. Not responsible for lost, late, delayed, mutilated, misdirected entries or entries not received by the entry deadline. Limit one (1) entry per person, per day.
4. **RANDOM DRAWINGS/WINNER NOTIFICATION:** Potential winners per State will be selected in a random drawing held at each of the Market Basket Store locations listed below on 5/24/19 from among all eligible entries received per State. Odds of winning depend on the number of eligible entries received per State. Winners do not need to attend drawings to win. Potential winners will be notified by mail. Potential Grand and First prize winners must sign and return a W-9 and Declaration of Eligibility/Release of Liability and forms within seven (7) days of notification. Return of any prize/prize notification as undeliverable will result in disqualification and an alternate winner may be selected.

State	Market Basket Store - Drawing Location	Drawing Time
Louisiana	4950 Lake Street, Lake Charles, LA	12:00 p.m. CT
Texas	3995 Phelan Blvd., Beaumont, TX	12:00 p.m. CT

5. **PRIZES AND APPROXIMATE RETAIL VALUE ("ARV"):**
 - Two (2) Grand Prizes (one (1) per State): a \$5,800 Market Basket gift card.
 - Four (4) First Prizes (two (2) per State): a \$1,000 Market Basket gift card.
 - Six (6) Second Prizes (three (3) per State): a \$500 Market Basket gift card.

Prizes consist of only the item specifically listed as the prize. Sponsor reserves the right to substitute prize with a prize of equal or greater value. No substitution, assignment, cash redemption or transfer of prize by winner permitted. Gift Card is not exchangeable or redeemable for cash and is subject to all terms and conditions of use as established by issuer. Sponsor is not responsible for lost or stolen gift card. All federal, state and local taxes are the sole responsibility of each winner. Grand Prize and First Prize winners will each be issued an IRS Form 1099 for the value of the prize and are advised to seek independent counsel regarding the tax implications of his/her respective prize winnings.

6. **PUBLICITY:** Except where prohibited, participation in the Sweepstakes and acceptance of a prize constitutes winner's consent for Sponsor to use winner's name, likeness, prize information, city and state of residence for promotional purposes in any media without further consideration.
7. **RELEASE AND LIMITATIONS OF LIABILITY/GENERAL RULES:** Except where prohibited, by participating in the Sweepstakes, entrants agree to release and hold harmless Sponsor, Coca-Cola Southwest Beverages LLC, The Coca-Cola Company, Coca-Cola Bottlers, Gage Marketing Group, LLC and their respective parents, subsidiaries, affiliates, promotional partners, prize providers, agents and agencies, and the officers, directors

and employees of them (the "Released Parties") from and against any claim or cause of action arising out of participation or attempt to participate in the Sweepstakes or receipt or use of any prize, including but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) printing errors, illegible or incomplete entries, lost, late, damaged, delayed, or mutilated entries, or entries not received by entry deadline; (c) errors in the administration of the Sweepstakes or the processing of entries; or (d) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt, use or misuse of any prize and/or prize related activity. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. If, for any reason, an entrant's entry is confirmed to have been erroneously lost, or otherwise destroyed, entrant's sole remedy is another Sweepstakes entry, if it is possible. Sponsor reserves the right to cancel or modify the Sweepstakes if fraud, misconduct or technical failures destroy the integrity of the Sweepstakes or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the program as determined by Sponsor, in their sole discretion. If Sweepstakes is so cancelled, prizes will be awarded in random drawings from among all eligible entries received for each State prior to the time of termination. No more than the stated number of prizes will be awarded. All materials submitted become the property of the Sponsor and will not be returned.

8. DISPUTES: 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 resorting to any form of class action, and exclusively by the United States District Court for Austin, Texas or the appropriate Texas State Court; 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 Promotion, 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's in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Texas, without giving effect to any choice of law or conflict of law rules (whether of the State of Texas or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Texas.
9. WIN LIST: For the names of the winners, available after 5/24/19, send a separate, self-addressed, stamped (#10) envelope to: The Market Basket 58th Anniversary Sweepstakes Win List, Gage, 10000 Highway 55, Minneapolis, MN 55441, to be received by 5/31/19.
10. SPONSOR: Market Basket Foods, 2420 Nederland Ave., Nederland, TX 77627. The Coca-Cola Company is not a sponsor of this Sweepstakes.
ADMINISTRATOR: Gage Marketing Group, LLC, 10000 Highway 55, Minneapolis, MN 55441.

Abbreviated Rules for POS

NO PURCHASE NECESSARY. Open only to legal residents of LA & TX, 18+ at time of entry. Void where prohibited by law. Sweepstakes ends 5/24/19. Subject to full Official Rules at www.marketbasketfoods.com/anniversary-contest and on display. Sponsor: Market Basket Foods, Nederland, TX.