

PRICE CHOPPER BAGS2RICHES 2017 GAME - OFFICIAL RULES

The Price Chopper Bags2Riches 2017 Game (the "Game") is offered by The Golub Corporation ("Game Sponsor") and is administered by WSP International Limited ("Administrator").

NO PURCHASE IS NECESSARY TO PLAY THE GAME. Making a purchase will not improve your chances of winning. Participation in the Game constitutes the entrant's ("you" or "your") full and unconditional agreement and acceptance of these Official Rules including the decisions of the Game Sponsor, which are final on all matters relating to the Game.

YOU MUST HAVE OR OBTAIN A PRICE CHOPPER ADVANTEDGE CARD TO PLAY THE GAME AND REDEEM PRIZES AND DISCOUNTS.

General Game Information: The Game is sponsored and being played at approximately 137 stores owned and operated by the Game Sponsor. The stores participating are Price Chopper, Market 32 by Price Chopper, and Market Bistro by Price Chopper ("Participating Store(s)") located in the states of Connecticut, Massachusetts, New Hampshire, New York, Pennsylvania and Vermont. Only Price Chopper Bags2Riches Game tickets with Series #PCBR-17 printed on the Game ticket are valid for this Game. Obtain a free Collector Card (required to play the Collect to Win portion of the Game (as described below) at any Participating Store or online at www.bags2riches.com during the Game Period (See Rule 1 below), while supplies last. There are 2 ways to obtain a Game Ticket:

(i) You may obtain a Game ticket, while supplies last, from any cashier or other personnel authorized by the Game Sponsor every time you complete a transaction of a minimum of twenty-five dollar (\$25.00) worth of qualifying purchases (before taxes) and swipe your AdvantEdge Card at a respective Participating Store during the Game Period. **If you do not have an AdvantEdge Card, you can apply and get one free.** Go to the Customer Service Counter at any Participating Store or go to <http://www.pricechopper.com/savings/advant-edge-card> for full details. Obtain one (1) Game ticket when your qualifying purchase transaction is between \$25.00 and \$49.99, after the deduction of AdvantEdge savings and all coupons and before tax. Obtain two (2) Game tickets when your qualifying purchase transaction is between \$50.00 and \$74.99, after the deduction of AdvantEdge savings and all coupons and before tax. Obtain three (3) Game tickets when your qualifying purchase transaction is between \$75.00 and \$99.99, after the deduction of AdvantEdge savings and all coupons and before tax, and continuing in \$25.00 increments to a limit of twelve (12) game tickets with each qualifying purchase transaction per twenty-four (24) hour period, regardless of the total value of your purchase transactions. During the Game Period (see Rule 1 – Game Dates below), Game Sponsor may elect to offer additional opportunities to obtain Game tickets through various in-store promotions; provided however the limit of twelve (12) Game tickets with each qualifying purchase transaction per twenty-four (24) hour period will not be exceeded, regardless of the total value of any purchase transactions. **Purchase of alcoholic beverages, tobacco products, gift cards, prescriptions, stamps, lottery tickets, Tickets to Go, ski tickets, tax, bottle deposits, all telecom products and services, any transaction using a Participating Store's AdvantEdge Card and any other items that are legally prohibited DO NOT qualify and are NOT considered qualifying purchases and will not be included in your purchase totals for game tickets.** The total number of game tickets that you qualify for will be printed on your cash register tape receipt.

(ii) You can also obtain No Purchase Game tickets via mail by sending, with each request, a self-addressed, stamped envelope with your Name, AdvantEdge Card number (**if you do not have an AdvantEdge Card, you can apply and get one free** (see paragraph (i) above)), Address, State, Zip Code, Phone Number and Email Address, clearly printed or typed on a 3" x 5" card or piece of paper together with a 50 word paragraph describing what you like best about your Price Chopper or Market 32 store. Send to: Price Chopper Bags2Riches No Purchase Tickets, PO Box 783, Tonawanda NY, 14151-0783. Vermont residents may omit postage on their request envelopes. **Requests must be postmarked on or before March 25, 2017 and received on or before Tuesday, March 28, 2017.** Limit twelve (12) Game tickets per request, per day; one request per outer mailing envelope. No mechanically reproduced or computer-generated requests allowed. Any questions, concerns or comments regarding the Game can be forwarded to gamemaster@bags2riches.com or send your questions, concerns or comments and a self-addressed envelope to: Price Chopper Bags2Riches, 600 Main Street, #300, Tonawanda, NY 14151-0888.

1. GAME DATES: The Game begins on Sunday, January 15, 2017 at 12:00:01 AM ET, (the "Game Start Date") and is scheduled to end on Saturday, March 25, 2017 at 11:59:59 PM ET (the "Scheduled Game End Date") or whenever Game ticket supplies are exhausted, whichever occurs first. The period between the Game Start Date and the scheduled Game End Date is known as the "Game Period." Certain components of the Game will end on different dates during the Game Period, as indicated elsewhere in these Official Rules.

2. WHO CAN PLAY: The Game is open to all legal residents of the states of Connecticut, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont who are 18 years or older as of the Game Start Date. Employees of Game Sponsor (in Participating Stores, the corporate offices, and distribution centers), employees of Game Sponsor’s parent companies, affiliates, and subsidiaries, as well as Game Sponsor’s sales representatives, administrators, advertising and promotion agencies, and any entity that Game Sponsor contracts with, specific to this Game, their employees and immediate household members of any of the foregoing, are not eligible to play and win prizes in the Game.

3. HOW TO PLAY: There are three (3) ways to play: (A) Instant Win Prizes and Instant Discounts, (B) Collect to Win, (C) Online Sweepstakes. Carefully tear open your Game ticket along the perforations to find three (3) stickers inside that are used to play the Collect to Win portion of the Game, and to reveal an Instant Win Prize or Instant Discount message or an Online PIN used to enter the Online Sweepstakes.

(A) INSTANT WIN PRIZES AND INSTANT DISCOUNTS: When opened, some Game tickets will reveal the message “You’ve Won!” followed by the description of an Instant Win Prize, or “Save \$1.00 off!” followed by the description of an Instant Discount (respectively “Instant Win Prizes” and “Instant Discounts”). The approximate retail value of the Instant Win Prizes, as of November 12, 2016, range from \$0.89 to \$10,000.00. The retail value of the Instant Discounts is \$1.00 each. See charts below for details. There are a total of 1,246,930 Instant Win Prizes available to be won and 2,294,000 Instant Discounts available to be received (collectively there are 3,540,930 Instant Win Prizes and Discounts available to be received).

Table 1 - The following are offered as Instant Win Prizes in 13,800,000 Game tickets available for distribution:

| Instant Win Prize | Details | Average Retail Value | Quantity Available | Odds to Win |
|--|--|----------------------|--------------------|----------------|
| \$10,000.00 Cash | | \$10,000.00 | 5 | 1 in 2,760,000 |
| \$1,000.00 Cash | | \$1,000.00 | 100 | 1 in 138,000 |
| Free Gas for a Year | | \$2,600.00 | 25 | 1 in 552,000 |
| \$50.00 Price Chopper Gift Card | | \$50.00 | 1,000 | 1 in 13,800 |
| Polar Soda, Seltzer or Mixer | All Varieties | \$1.00 | 49,380 | 1 in 280 |
| Knorr Pasta or Rice Sides | All Varieties | \$1.00 | 49,380 | 1 in 280 |
| Chobani Greek Yogurt | Excluding Chobani Flips | \$1.00 | 49,380 | 1 in 280 |
| Hunt's Pasta Sauce | All Varieties | \$1.00 | 49,380 | 1 in 280 |
| Jif Peanut Butter | All Varieties | \$3.00 | 16,460 | 1 in 839 |
| Quaker Instant Oatmeal | All Regular Varieties | \$3.00 | 16,460 | 1 in 839 |
| Nature Valley Granola Bars | All Varieties | \$3.00 | 16,460 | 1 in 839 |
| Dawn Dishwashing Liquid | | \$2.99 | 16,510 | 1 in 836 |
| Fresh Bananas | (Up to \$1.50 Total Value) | \$1.50 | 62,500 | 1 in 221 |
| Navel Oranges | Fresh Sweet Seedless | \$1.00 | 93,750 | 1 in 148 |
| PICS Hummus | All Varieties | \$3.49 | 26,860 | 1 in 514 |
| Whole Rotisserie Chicken | All Varieties | \$5.99 | 15,650 | 1 in 882 |
| Price Chopper Pasta | All Varieties | \$1.00 | 50,710 | 1 in 273 |
| PICS Potato Chips, Tortilla Chips or Popcorn | All Varieties | \$2.00 | 25,360 | 1 in 545 |
| PICS Ice Cream | All Varieties | \$2.49 | 20,370 | 1 in 678 |
| Price Chopper or PICS Rising Crust Pizza | All Varieties 28.8 - 32.7 oz or Pizzeria 17.95 - 21.3 oz | \$3.99 | 12,710 | 1 in 1,086 |
| PICS White Bread | | \$1.29 | 39,310 | 1 in 352 |
| Price Chopper Natural Sliced Cheese | All Varieties | \$2.50 | 20,290 | 1 in 681 |
| Price Chopper or PICS Salad Dressing | All Varieties | \$1.50 | 33,810 | 1 in 409 |
| Fresh Bagel | From Our Bakery Department | \$0.89 | 154,490 | 1 in 90 |
| Fresh Donut | From Our Bakery Department | \$0.89 | 154,490 | 1 in 90 |
| Fresh Muffin | From Our Bakery Department | \$1.29 | 106,590 | 1 in 130 |
| Italian Bread | From Our Bakery Department | \$1.99 | 69,100 | 1 in 200 |
| Total | | | 1,150,530 | 1 in 12 |

Table 2 - The following are offered as Instant Discounts in 13,800,000 Game tickets available for distribution:

| Instant Discounts | Quantity Available | Odds to Win |
|---|--------------------|---------------|
| \$1.00 Off Your Next Purchase From Our Bakery Department | 293,280 | 1 in 48 |
| \$1.00 Off Your Next Purchase From Our Produce Department | 91,000 | 1 in 152 |
| \$1.00 Off Your Next Purchase From Our Deli Department | 293,280 | 1 in 48 |
| \$1.00 Off Your Next Purchase From Our Meat Department | 91,000 | 1 in 152 |
| \$1.00 Off Your Next Purchase From Our Seafood Department | 293,280 | 1 in 48 |
| \$1.00 Off Your Next Purchase From Our Floral Department | 293,280 | 1 in 48 |
| \$1.00 Off Your Next Purchase From Our Health and Beauty Department | 293,280 | 1 in 48 |
| \$1.00 Off Your Next Purchase of Any Dairy Item | 106,000 | 1 in 131 |
| \$1.00 Off Your Next Purchase of Any Frozen Food Item | 106,000 | 1 in 131 |
| \$1.00 Off Your Next Purchase of Any Specialty Cheese Item | 106,000 | 1 in 131 |
| \$1.00 Off Your Next Purchase of Any PICS Item | 106,000 | 1 in 131 |
| \$1.00 Off Your Next Purchase of Any Simply Done Product | 106,000 | 1 in 131 |
| \$1.00 Off Your Next Purchase of Any Full Circle Product | 106,000 | 1 in 131 |
| \$1.00 Off Your Next Purchase of Any Fresh Pizza | 106,000 | 1 in 131 |
| Total | 2,390,000 | 1 in 6 |

| | | |
|---|---|-----------------------------------|
| Total Instant Win Prizes and Discounts | Quantity Available 3,540,930 | Odds to Receive 1 in 4 |
|---|---|-----------------------------------|

WHAT TO DO WHEN YOU GET A TICKET WITH AN INSTANT WIN OR INSTANT DISCOUNT MESSAGE: For all Instant Prizes less than \$50.00 in value, you must present your AdvantEdge card and surrender the Instant Win or Instant Discount portion of the Game ticket to a cashier or other personnel at a Participating Store authorized by the Game Sponsor, to receive your prize or discount. Go to any Participating Store, pick up the product described and take it with the original corresponding Instant Win Prize or Instant Discount Game ticket to the checkout for verification and to claim your prize or discount. **Mechanically reproduced copies of tickets will not be accepted.** Game tickets cannot be doubled or combined with any other offer, except as detailed herein. Total redemption may not exceed the retail value of the item. For Instant Discounts, you can combine up to ten (10) \$1.00 Off Discounts from the Bakery Department, Meat Department, Seafood Department, Floral Department or Health and Beauty Department in one (1) transaction, but transaction total for that department must exceed the combined value of the \$1.00 Off Discounts being redeemed.

ADDITIONAL PRIZE DETAILS: Instant Prizes and Instant Discounts: All prize and discount claims are subject to verification by authorized personnel at the Participating Store at which the prize and/or discount claim is presented for redemption. **All Instant Win prizes fifty dollars (\$50.00) and over in value are subject to verification online and are redeemed online. (See Rule 4 (A) Notification and Redemption). All Instant Prizes and Instant Discounts must be redeemed before 11:59:59 PM ET on Saturday, April 8, 2017.**

(B) COLLECT TO WIN: All Game tickets will contain three (3) Collect to Win stickers printed in black and white. These Collect to Win stickers match areas that are reproduced in color on the Collector Card. The Collect to Win stickers also include a 6-digit alpha-numeric redemption code that is used in the redemption process only (See section below “WHAT TO DO WHEN YOU COMPLETE A COLLECT TO WIN PRIZE COMBINATION”). Remove all three black and white Collect to Win stickers from your Game ticket and affix to the matching colored areas on your Collector Card. Stickers have an adhesive strip on the back. Moisten and affix to the matching colored areas on the Collector Card. Stickers must match in description and number to the same description and number on the Collector Card. There are eight (8) prize combinations on the Collector Card. In each prize combination, there is one (1) rare sticker that enables you to complete the combination. For the \$1,000,000.00 Grand Prize there is also one semi-rare sticker that is required for you to complete the combination (See Grand Prize below). If you collect and affix all of the stickers to correctly complete a prize combination as shown on the Collector Card, you are eligible to win the prize designated for that combination (subject to verification by the Administrator, Game Sponsor and for the \$1,000,000.00 Grand Prize, if claimed, their designated insurance provider). (See Rule 4 A), page 8).

The following Collect to Win prizes are available to be won:

One (1) **Grand Prize of One Million dollars (\$1,000,000.00)**, available to be won when you collect all twelve (12) collect stickers numbered A301, A302, A303, A304, A305, A306, A307, A308, A309, A310, A311 and A312. In the event that the Grand Prize of \$1,000,000.00 is NOT won in the Collect to Win game it will NOT be awarded, and there will be a guaranteed Second Chance Prize of one hundred thousand dollars (\$100,000.00), (see below – Second Chance Collect to Win Prize Drawing). The Second Chance Prize will only be awarded if there is no Grand Prize winner. The Grand Prize or Second Chance Prize will be paid by check payable to the verified winner.

Three (3) prizes of a **2017 Cadillac XT5 OR fifty thousand dollars (\$50,000.00) cash**; Prize winner's choice. Manufacturer's Suggested Retail Price ("MSRP") of Cadillac XT5 is fifty thousand, five-hundred and ten dollars (**\$50,510.00**). Includes 3.6L V-6 engine, front bucket seats with 8 way power driver adjust, 8 speed automatic transmission, Cadillac CUE Information and Media Control system with Embedded Navigation, Bose Studio Surround Sound 14 speaker system and 20" slurry polished aluminum wheels. For list of standard features you can go to www.cadillac.com. This prize is available to be won when you collect all ten (10) collect stickers numbered B313, B314, B315, B316, B317, B318, B319, B320, B321 and B322. Cash prize, if selected, will be paid by check payable to the verified winner.

Five (5) prizes of a **twenty-five thousand dollar (\$25,000.00) Kitchen Makeover** are available to be won. This prize is available to be won when you collect all eight (8) collect stickers numbered C323, C324, C325, C326, C327, C328, C329 and C330. One (1) prize is guaranteed to be won. (See below – Second Chance Collect to Win Prize Drawing). Prizes will be paid by check payable to the verified winner.

Five (5) prizes of a **ten thousand dollar (\$10,000.00) Luxury Cruise OR \$10,000.00 cash**. This prize is available to be won when you collect all eight (8) collect stickers numbered D331, D332, D333, D334, D335, D336, D337 and D338. One (1) prize is guaranteed to be won. (See below – Second Chance Collect to Win Prize Drawing). Prize(s) will be paid by \$10,000.00 in Empress Travel credit or \$10,000.00 check payable to the verified winner.

Twenty-Five (25) prizes of **Free Groceries for a Year**, valued at a maximum of \$5,200.00 each inclusive of taxes, available to be won when you collect all six (6) collect stickers numbered E339, E340, E341, E342, E343 and E344. Prize will be awarded in Price Chopper Gift Card(s) of various denominations, with a total value of \$5,200.00. Gift Cards are redeemable at any Participating Store.

Fifty (50) prizes of **Free Gas for a Year**, valued at a maximum of \$2,600.00 each inclusive of taxes, available to be won when you collect all six (6) collect stickers numbered F345, F346, F347, F348, F349 and F350. **Free Gas for a Year** prizes will be awarded as \$2,600.00 in Gift Cards of varying denominations from Sunoco, or as Price Chopper gift cards totaling \$2,600.00.

Seven hundred and fifty (750) prizes of a **\$250.00 Price Chopper Gift Card**, available to be won when you collect all five (5) collect stickers numbered G351, G352, G353, G354 and G355.

Two thousand (2,000) prizes of a **\$50.00 Price Chopper Gift Card**, available to be won when you collect all five (5) collect stickers numbered H356, H357, H358, H359 and H360.

For all Gift Card prizes, certain conditions may apply – see the card for details. No cash or substitution, in whole or in part, is allowed for any prize except as determined by Game Sponsor. Game Sponsor may substitute a prize of equal or greater value should the advertised prize become unavailable. No compensation or substitute is offered for any portion of the prize not claimed or utilized; any portion of the prize not utilized and its corresponding value will be forfeited. Prizes may not be exactly as shown in the Game publicity or promotional materials.

See chart below (Table 4) for odds of receiving any rare or semi-rare Collect to Win sticker.

WHAT TO DO WHEN YOU COMPLETE A COLLECT TO WIN PRIZE COMBINATION:

For Grand Prize of \$1,000,000.00, you MUST follow the instructions "To claim a Collect to Win prize by mail" as described below. For all other Collect to Win Prizes (including 2017 Cadillac XT5 OR \$50,000.00 cash, \$25,000.00 Kitchen Makeover, \$10,000.00 Luxury Cruise OR \$10,000.00 cash, Free Groceries for a Year, Free Gas for a Year, \$250.00 Price Chopper Gift Card and \$50.00 Price Chopper Gift Card prizes) you can claim redemptions online using our contest website OR you can follow the instructions for Mail Redemptions.

For Mail Redemptions: Pick up a Price Chopper Bags2Riches Collect to Win Submission Kit from Guest Services at any Participating Store and follow the instructions found in the kit. You can also request a Price Chopper Bags2Riches Collect to Win Submission Kit by sending your request together with a self-addressed mailing label to Price Chopper Bags2Riches, 600 Main Street, #300, Tonawanda, NY 14151-0888. Indicate “Submission Kit” on the bottom left corner of the envelope. **For Grand Prize of \$1,000,000.00, you MUST follow the instructions “To claim a Collect to Win prize by mail” as described below.** You cannot claim the Grand Prize of \$1,000,000.00 online.

To claim a Collect to Win prize by mail: First legibly write your initials on the face of each sticker. Pick up a new collector card at any Participating Store. Remove all original, claimed winning stickers from your original card and affix to your new Collector Card using transparent tape (“Claimed Collect Prize Submission”). You can continue to play the collect game on your original card. You must send the new Collector Card (with all claimed winning stickers affixed) via mail, in a postage paid envelope (Submission Kit includes a pre-addressed envelope) together with your name, complete address, telephone number, and email address (if applicable), your AdvantEdge card number and your store (Participating Store) clearly printed or typed on the Compliance, Release and Indemnity Form found inside the Submission Kit. Send to: Price Chopper Bags2Riches, 600 Main Street, #300, Tonawanda, NY 14151-0888. Telephone numbers may only be used to notify winners. You may wish to photocopy the prize claim for your records and send your original prize claim via registered mail or courier for your own protection. See Rule 4 for additional details on notification and redemption. **Collect to Win submissions must be received on or before April 8, 2017.** Only original submissions with each sticker initialed can be accepted for verification.

For Online Redemptions: For all Collect to Win Prizes, with the exception of the \$1,000,000.00 Grand Prize, you can go online to www.Bags2Riches.com/Redeem and follow the instructions to claim your Collect to Win Prize.

To claim a Collect to Win prize online: Visit www.Bags2Riches.com/Redeem any time after 12:00:01 AM ET on the Game Start Date and before 11:59:59 PM ET on April 8, 2017 and follow the instructions onscreen to sign-up for the first time, or log-in if you have previously signed up. (You must sign-up for the Game before claiming any prize online (See Rule (3C) i. below for details on signing up online). Once logged in, follow the link to Redeem a Prize, then click to redeem a Collect to Win prize. Follow the instructions to choose the prize you are claiming from the drop-down menu. You must then correctly enter each of the unique redemption codes for all of the collect stickers in your winning combination. The redemption codes are 6 digit alpha-numeric codes located on the right edge of each sticker. If all claimed redemption codes are correct, you will be required to complete the Compliance, Release and Indemnity Form digitally. You MUST retain your claimed winning combination and submit for verification before any collect prize is awarded, except as specified herein (see Rule 4 – Notification and Redemption). **Collect to Win online submissions must be received on or before 11:59:59 PM ET April 8, 2017.** All online Collect to Win claims must include all of the correct verification codes for any prize combination.

You are not a winner until your mail submission or online claim has been verified and your eligibility confirmed by the Administrator. Once verified, prizes will be shipped by prepaid delivery to (or redeemed at) the Participating Store closest to winner’s valid disclosed address. For \$50.00 Price Chopper Gift Cards, prizes will be mailed to the winner’s valid disclosed address. Allow approximately four (4) to eight (8) weeks for shipment of prizes following verification. See Rule (4) Notification and Redemption for additional details.

Participating Stores cannot accept claimed Collect to Win combinations/Collector Cards/stickers for prizes. All claims for Collect to Win prizes must be submitted in accordance with these Official Rules and the instructions included for online or mail submission claims. You will be required to complete a Certificate of Compliance, Release and Indemnity Agreement (“Compliance, Release and Indemnity Form”) to redeem any Collect to Win prize.

DOUBLE UP SWEEPSTAKES. Throughout the Game Period, you may collect duplicate Collect to Win stickers. Any duplicate Collect to Win stickers may be played on the Double Up Sweepstakes Entry Form which is also found on the Collector Card. You can download additional Double Up Entry Forms at www.bags2riches.com or get additional Collector Cards at Participating Stores, while supplies last. As soon as you have collected any combination of a total of eight (8) duplicate stickers you can submit your combination for a chance to win in the Double Up Sweepstakes.

There will be three (3) drawings held to award one of the following prizes, of the winners’ choice: When you enter you must select either the \$5,000.00 Cash prize, the \$5,000.00 in Sunoco Gift Cards or the \$5,000 Vacation Getaway prize. Prizes will be awarded as \$5,000.00 in Sunoco Gift Cards or \$5,000.00 in Certificates from Empress Travel or \$5,000.00 Cash made payable by check to the verified winner, based on the selection made by each verified winner on their Double Up submission. Conditions may apply – see cards for details.

To be eligible, you can submit any combination of duplicate stickers that you receive, but you must complete the Double Up combination with a total of eight (8) stickers and legibly complete the entry form information required (including Full Name, Phone Number, AdvantEdge Card number, City/ Town and State) and check only ONE (1) of the offered prizes to enter to win. If you fail to enter your prize choice or if you enter more than one prize choice, your submission may be disqualified and another winner drawn. All winners will be randomly selected from among all eligible entries received prior to each drawing. Eligible non-winning entries will be combined and included in subsequent drawings. Drawings will be held at the Administrator's offices on February 13, March 13 and April 14, 2017 from among all eligible Double Up Sweepstakes entries received no later than 5:00:00 PM ET on the day prior to the date of each drawing.

Odds to win any Double Up Sweepstakes prize are dependent upon the number of eligible entries received.

WHAT TO DO WHEN YOU HAVE A DOUBLE UP SWEEPSTAKES COMBINATION:

Complete the ballot entry information found on the Double Up Sweepstakes Entry Form. Use transparent tape to secure the duplicate stickers on the form. Carefully remove the completed Double Up combination ("Double Up ballot entry") from your Collector Card by cutting along the dotted line and insert into a postage paid envelope and mail to: Price Chopper Bags2Riches Double Up Sweepstakes, PO Box 784 Tonawanda NY 14151-0784. You may submit multiple Double Up entries in one envelope. See Rule 4 for additional details on notification and redemption. **Double Up Sweepstakes entries must be received on or before April 8, 2017.** You will only be contacted if your name has been drawn.

SECOND CHANCE COLLECT TO WIN PRIZE DRAWINGS: ("Second Chance") If the Collect to Win Grand Prize of \$1,000,000.00 Cash is not claimed in the manner provided herein, a Second Chance Drawing will be held to award one (1) prize of \$100,000.00 Cash. And if a minimum of one (1) prize for the \$25,000.00 Kitchen Makeover, or if a minimum of one (1) prize for the \$10,000.00 Luxury Cruise prize is not claimed in the manner provided herein, a random drawing will be held to award the prizes not claimed to the maximum number of prizes guaranteed in that particular category. Example: There are five (5) prizes available for the \$25,000.000 Kitchen Makeover prize. If none of these 5 prizes are claimed, then there will be a Second Chance drawings to award one (1) \$25,000.00 Kitchen Makeover prize.

All eligible, non-winning Online Sweepstakes entries (see Rule (3C) i below) received through 11:59:59 PM ET on April 1, 2017 will be eligible for the Second Chance drawings. If any prize is awarded through the Second Chance drawing, the odds of winning the prize will depend on the number of eligible, non-winning Online Sweepstakes entries received. **No other unclaimed Collect to Win prizes will be awarded. If required, the random Second Chance drawing(s) will be conducted by Game Administrators on Friday, April 14, 2017.**

(C) ONLINE SWEEPSTAKES: There are three ways to earn ballot entries for the Online Sweepstakes: i. Online Personal Identification Numbers ("PINs"), ii. Early Bird Sign-up Offer and iii. Daily Online Bonus Game.

- i. Online Personal Identification Numbers ("PINs"):** Select Game tickets will include a unique Personal Identification Number ("PIN") and the description of one of the Online Sweepstakes Drawings prizes as described below. To enter the Online Sweepstakes, go to www.bags2riches.com any time after 12:00:01 AM ET on the Game Start Date. Follow the link to complete the electronic entry sign-up form and follow the onscreen instructions to enter. You must have a valid email address, valid AdvantEdge card number and a valid PIN number to enter. Once entered, you will receive one (1) ballot entry into the drawing as described on your Game Ticket. Online Sweepstakes entries must be received before 11:59:59 PM ET on April 1, 2017. Each PIN can only be entered once. Limit of twenty-five (25) Online Sweepstakes ballot entries per person, per day. To enter online you must have at a minimum Microsoft Internet Explorer 5.5x, Netscape 7.2 or AOL 8.0 or a web browser that is compatible with the foregoing. Macintosh system requirements: Mac OS X "Jaguar" 10.2 or "Panther" 10.3, running Safari. In the event of a dispute as to who submitted an online entry, the entry will be deemed to be submitted by the "Authorized Email Account Holder" of the email address provided by an Internet access provider, online service provider or other organization (i.e. business, educational institution) that is responsible for assigning email addresses for the domain associated with the submitted email address.
- ii. Early Bird Sign-up Offer:** If you sign-up online at www.bags2riches.com before 11:59:59 PM ET on Sunday, January 22, 2017, you will receive an automatic bonus entry in the Online Early Bird Sweepstakes drawing. If you enter a valid PIN at the same time as you sign-up online before 11:59:59 PM ET on Sunday, January 22, 2017 you will also receive a ballot into the Online Sweepstakes (see Rule 3 (C) i. above).

iii. **Daily Online Bonus Game:** To enter the Daily Online Bonus Game, go to www.bags2riches.com any time after 12:00:01 AM ET on the Game Start Date. If you have not already, follow the link to complete the electronic entry sign-up form and follow the onscreen instructions to play the Daily Online Bonus Game. You will be presented with a Bonus Online Game supermarket image and will have the opportunity to discover Bonus Game Points by correctly answering the questions presented on screen. When you have collected the required number of Bonus Game Points as indicated on screen, you may redeem your Bonus Points for one (1) Online Ballot for one of the Online Sweepstakes drawing prizes. Your Bonus Game Points will continue to accumulate with every Bonus Game Point discovery, and will decrease by the amount indicated upon redemption for an Online Ballot. You can only enter the Daily Online Bonus Game once per day, per authorized email account holder.

Online Sweepstakes Drawings: There will be a total of ninety (90) Online Sweepstakes prizes awarded, consisting of seventy-eight (78) Daily prizes of a one-hundred dollar (\$100.00) Price Chopper Gift Card; ten (10) Weekly prizes of Free Gas for a Year and one (1) Online Prize Drawing held to award the Grand Prize of ten thousand dollars (\$10,000.00) cash. There will also be one Early Bird Sweepstakes drawing to award a \$10,000.00 Luxury Hot Tub / Home Spa prize. Drawings will be held at the Administrator’s offices in Markham, ON, Canada following the schedule as outlined in Table 3, below.

All Online Sweepstakes and Early Bird Sweepstakes winners will be randomly selected per drawing from among all eligible online entries received prior to the date of each drawing. All non-winning entries (excluding Early Bird Sign-up), will automatically rollover into any subsequent drawing(s).

Table 3 - Online Sweepstakes Drawings and Early Bird Sweepstakes Drawing Schedule:

| Prize | Prize Quantity | Drawing Date |
|--|----------------|---|
| \$100.00 Price Chopper Gift Card | 78 | Daily from January 15, 2017 through April 2, 2017 |
| Free Gas for a Year | 10 | Weekly each Monday from January 23, 2017 to April 3, 2017 |
| Grand Prize \$10,000.00 Cash | 1 | Monday, April 3, 2017 |
| Early Bird - \$10,000.00 Luxury Hot Tub / Home Spa | 1 | Tuesday, January 24, 2017 |

ADDITIONAL PRIZE DETAILS: Online Sweepstakes Drawings: Grand Prize of \$10,000.00 Cash will be paid by check payable to verified winner. **Free Gas for a Year** prizes will be awarded in Sunoco Gift Card(s) of various denominations, with a total value of \$2,600.00. **\$100.00 Price Chopper Gift Cards** are redeemable at any Participating Store. Certain conditions may apply – see cards for details. **Early Bird \$10,000.00 Luxury Hot Tub / Home Spa** prize will be awarded as cash and paid by check payable to verified winner.

4. NOTIFICATION AND REDEMPTION:

Instant Prizes and Instant Discounts: All prize claims are subject to verification by Administrator and/or personnel authorized by the Game Sponsor at the Participating Store at which the prize claim is presented and surrendered for redemption (See Rule 3(A) – WHAT TO DO WHEN YOU GET A TICKET WITH AN INSTANT WIN OR INSTANT DISCOUNT MESSAGE). All Instant Win prizes fifty dollars (\$50.00) and over in value are subject to verification of ticket number and unique security number that are included on the ticket and are redeemed online at Bags2Riches.com/Redeem. Follow the instructions on your screen and correctly enter the ticket number and security number and you will be given instructions to receive your prize. For Instant \$10,000.00 Cash, \$1,000.00 Cash, Free Gas for a Year prizes and \$50.00 Price Chopper Gift Card prizes, winner must sign and return, within seven (7) days of receipt, the Game Sponsor’s Online Win Compliance, Release, and Indemnity Agreement Form confirming his/her compliance with these Official Rules and releasing the Game Sponsor, any Prize Sponsors, their respective Administrators, affiliates, subsidiaries, advertising and promotional agencies, and the directors, officers, partners, dealers, employees and agents of each of the foregoing, from and against any and all liability arising from or in connection with participation in the Game or the acceptance, possession or use/misuse of any prize. On verification the Participating Store will contact you to come into the store and receive your prize. **You will be required to surrender your winning ticket on receipt of any Instant Prize or Instant Discount awarded at any Participating Store.**

- A) **Collect to Win, Double Up Sweepstakes, Online Sweepstakes, Early Bird Sweepstakes and Second Chance Collect to Win prizes:** If you have been selected as a potential winner in any of the drawings described above, or if you have submitted a verified Collect to Win prize claim, either online or through the mail, the Game Sponsor or Administrator will notify you via the Game website, email, postal mail, registered mail, courier and/or phone. As a condition of awarding any Collect to Win, Double Up Sweepstakes, Online Sweepstakes, Early Bird Sweepstakes or Second Chance Collect to Win prize, winner must have signed and returned, within seven (7) days of receipt, the Game Sponsor's Compliance, Release, and Indemnity Form under which, among other matters, winner confirms his/her compliance and eligibility with these Official Rules and releases and indemnifies Game Sponsor, Administrator and other certain parties. Prize winners may be asked to provide proof of identity (a copy of a valid and current Driver's License, or any other government issued photo I.D.), and for Collect to Win prizes redeemed online, you may be required to send your original Collect to Win Prize Combination to the Administrators for verification before awarding any prize. If a potential winner refuses or fails to timely return the required documents, in accordance with these Official Rules, or is found to have violated the Official Rules of the Game in any way, or is deemed ineligible to receive a prize for any reason, or if any prize or prize notification from Game Sponsor or Administrator is returned as undeliverable, the potential winner will be disqualified and will be deemed to have forfeited the prize in question. For the Double Up Sweepstakes prizes, Online Sweepstakes prizes (with exception of Online Daily \$100.00 Price Chopper Gift Cards), the Early Bird Sweepstakes drawing and the Second Chance drawing prizes (if required), in the event the potential winner is disqualified and forfeits the prize, Game Sponsor will hold a drawing to select an alternate prize winner from among the pool of remaining, eligible entries received. For all other Collect to Win prizes and for the Online Daily \$100.00 Price Chopper Gift Cards, such forfeited prizes will not be awarded to alternate winners.

For Grand Prize of \$1,000,000.00, potential winner MUST complete their claim by mail (see Rule 3 B) WHAT TO DO WHEN YOU COMPLETE A COLLECT TO WIN PRIZE COMBINATION including "For Mail Redemptions" and "To claim a Collect to Win prize by mail"). You MUST follow ALL steps correctly including: legibly writing your initials on the face of each sticker, removing all original, claimed winning stickers from your original card and affixing to a new Collector Card using transparent tape. Administrators will first check your submission for correctness. If Administrators deem your submission correct, Sponsor will be advised and they will confirm your eligibility to win the prize (see Rule 2) and verify your AdvantEdge Card details. If your submission is incorrect, your original submission will be disqualified and returned to the address provided together with a letter of explanation advising why your submission has been disqualified. **On verification by Administrators and by Sponsor, your claim will be forwarded to the insurance provider as selected by the Game Sponsor. The insurance provider will independently verify the potential winner and independently audit any claimed winning submission. The insurance provider will establish their own procedure for such independent verification and audit, to include but not be limited to obtaining an affidavit from the potential winner attesting to strict compliance with these Official Rules, review of the original winning game card and game stickers, and the conduct of an interview with the potential winner, prior to and as a condition of any prize being awarded. Allow approximately four (4) to eight (8) weeks for verification.**

For 2017 Cadillac XT5: Winners of these prizes (if Cadillac XT5 is selected in lieu of cash) must take delivery of their prize vehicle at the dealership as selected by the Game Sponsor. Winners are responsible for all property taxes, income taxes (if applicable), and other expenses which are not included in the prize descriptions above, including but not limited to: licensing, insurance, titling/registration fees, and all other costs and fees associated with any upgrade or option packages the winner may request, and transportation to and from the dealership. The awarding of these prizes to the winner is conditional on the winner being in possession of a valid driver's license in the state within which they reside and holding a valid and appropriate automobile insurance policy. If the winner does not possess a valid driver's license and/or insurance, winner may designate a representative to accept the prize on his/her behalf provided that all the necessary release and prize transfer documents are signed by both the winner and his/her representative, and provided that the designee complies with all eligibility requirements of these Rules. The 2017 Cadillac XT5 may not be exactly as shown in Game publicity or promotional materials.

The following are prohibited and will result in automatic and immediate disqualification of any Collect to Win prize claim: 1) Using any method to obtain game tickets by any means other than those described in these Official Game Rules (see General Game Rules, page 1). 2) Any attempt to forge, duplicate or alter any collect sticker. 3) Any attempt to collude with any other person or persons, by any means, in order to complete any Collect to Win combination, including but not limited to, advertising in any manner to determine and / or share any rare or semi-rare sticker to complete any Collect to Win combination and share the prize.

All prizes, except for the Collect to Win 2017 Cadillac XT5 \$50.00 Price Chopper Gift Cards and the Online Daily \$100.00 Price Chopper Gift Cards, will be shipped to (or redeemed at) the Participating Store closest to winner's valid disclosed address by prepaid delivery. Upon receipt of the prize, the appropriate Participating Store will contact you by telephone and/or mail to make arrangements for you to pick the prize up at the Participating Store. A minimum of three (3) attempts will be made to contact the winner to arrange for pick-up of the prize. **Prizes that are not claimed within thirty (30) days of the third attempt to be contacted, will be deemed forfeited.** In the case of the Double Up Sweepstakes prizes, Online Sweepstakes prizes (with exception of Online

Daily \$100.00 Price Chopper Gift Cards) and any Second Chance drawing prize, Game Sponsor will hold a drawing to select an alternate prize winner from among the pool of remaining, eligible entries received. **For all other prizes, such unclaimed prizes will not be awarded to alternate winners.** Collect to Win \$50.00 Price Chopper Gift Card prizes and Daily Online \$100.00 Price Chopper Gift Card prizes will be mailed to the winners' valid disclosed address. Allow approximately four (4) to eight (8) weeks for shipment of prizes to Participating Stores or winners valid disclosed addresses following verification.

For All Prizes: Prizes may not be transferred or assigned and no prize substitutions by winners are allowed, except as expressly provided herein. Game Sponsor reserves the right, at its sole discretion, to substitute an advertised prize (or portion thereof) with a prize of equal or greater value, at Game Sponsor's election for reasons that may include, but are not limited to: unavailability, or production delays caused by labor disruptions or otherwise, adverse weather conditions or other unforeseen events.

5. ODDS: Odds of winning an Instant Win Prize or Instant Discount are stated in Rule 3(A). As stated herein, odds of winning any Double Up Sweepstakes, Early Bird Sweepstakes or Online Sweepstakes prize depend on the number of eligible entries received in accordance with these Official Rules prior to each drawing. For Collect to Win prizes, the odds reflect your chance of obtaining the rare sticker for each prize category, as shown below. For the \$1,000,000.00 Grand Prize you must independently collect both the semi-rare and rare stickers. Non-rare stickers are printed in approximate equal quantities.

Table 4 – Odds

| COLLECT TO WIN PRIZES | AVAILABLE QUANTITY OF RARE STICKERS | AVAILABLE QUANTITY OF SEMI-RARE STICKERS | ODDS (of receiving RARE / SEMI-RARE STICKER) |
|---------------------------------------|-------------------------------------|---|--|
| \$1,000,000.00 Grand Prize | 1 | | 13,800,000 |
| \$1,000,000.00 Grand Prize | | 50,000 | 276 |
| 2017 Cadillac XT5 OR \$50,000.00 cash | 3 | | 4,600,000 |
| \$25,000.00 Kitchen Makeover | 5 | | 2,760,000 |
| \$10,000.00 Luxury Cruise | 5 | | 2,760,000 |
| Free Groceries for a Year | 25 | | 552,000 |
| Free Gas for a Year | 50 | | 276,000 |
| \$250.00 Price Chopper Gift Card | 750 | | 18,400 |
| \$50.00 Price Chopper Gift Card | 2,000 | | 6,900 |
| Totals | 2,839 | 1 in 276 | 1 in 4,861 |
| | | (overall odds of receiving any Collect to Win semi-rare sticker) | (overall odds of receiving any Collect to Win rare sticker) |

6. PUBLICITY: Acceptance of a prize or submission of an Online Win electronic entry sign-up form, constitutes permission for Game Sponsor and its direct and indirect affiliates to use any winner's name, likeness, voice and/or comments for advertising, trade or promotional purposes worldwide in commerce and in any media without limitation or additional compensation in accordance with law. The names of the Instant Prize winners exceeding \$50.00, the Collect to Win, Second Chance Collect to Win, Early Bird Sweepstakes and Online Sweepstakes prize winners will be published on www.bags2riches.com, the Game Sponsor's website, and in its advertising media, following verification of all prize winners and will be available by mail request, as noted in Rule 9 below.

7. RESTRICTIONS: The following are prohibited and will result in automatic and immediate disqualification from the Game: (1) Using any method to obtain game tickets by any means other than those described in these Official Game Rules (see General Game Rules, page 1). (2) Using any method that artificially increases odds of winning; (3) Any attempt to forge, duplicate or alter any game ticket or collect sticker. (4) Any attempt to collude with any other person or persons, by any means, in order to complete any Collect to Win combination, including but not limited to, advertising in any manner to determine and / or share any rare or semi-rare sticker to complete any Collect to Win combination and share the prize. (5) using any robotic, automatic, mechanical, programmed or any similar entry duplication method to enter Online Sweepstakes or to claim any prize online; (6) non-compliance with these Official Rules; and (7) any other act which the Game Sponsor determines in its sole discretion, jeopardizes the integrity or proper conduct of the Game. Game Sponsor further reserves the right, at its sole discretion, to prosecute any individual who tampers with or attempts to tamper with the entry process or who enters using any automatic or programmed entry duplication method.

8. PRIVACY: Game Sponsor will be collecting the personal data about entrants included in their AdvantEdge Card and an email address, for the purpose of administering the Game and for purposes of marketing research conducted by the Game Sponsor. Additionally for all prizes with a value of \$600 or more Game Sponsor will be collecting additional personal data, including confirmation of date of birth and social security number, as required by applicable law for tax reporting purposes. No personal data collected for the above purposes will be sold to any third party.

Game Sponsor may however, match aggregated, statistical user information to parameters established by third parties, without releasing any personally identifiable information, for marketing and consumer research purposes. Game Sponsor may also share aggregate information with its marketing business partners to develop promotions and other benefits and programs for its customers; however, this aggregated information will not contain personally identifiable information. Any requests to update or rectify information must be made in writing by sending a self-addressed envelope with your request to: Price Chopper Bags2Riches, 600 Main Street, #300, Tonawanda, NY 14151-0888 or by email to gamemaster@bags2riches.com.

9. LIST OF WINNERS: The names of all prizes winners \$50.00 and over in value in the Instant Win game, all Online Sweepstakes, Collect to Win and Second Chance Collect to Win prize winners and a copy of the complete Official Rules will be available at www.bags2riches.com or by sending a self-addressed envelope to: Price Chopper Bags2Riches, 600 Main Street, #300, Tonawanda, NY 14151-0888 or by email to gamemaster@bags2riches.com. Please specify "Official Rules" and/or "Winners List" with your request.

10. GAME MATERIALS: All Game materials will be rejected and declared void if: (a) not obtained from authorized personnel and/or through legitimate channels; (b) Game sticker image and number do not correctly correspond to the description and number on Collector Cards; (c) any part of any Game materials is illegible, altered, mutilated, counterfeit, miscut, misregistered, defaced, tampered with, forged, printed or produced in error, incomplete, blank or partially blank, mechanically reproduced or are irregular in any way; and/or (d) Game materials are illegible or contain typographical, mechanical or other errors. All Game materials submitted for verification become the property of Game Sponsor and will not be returned. Liability for the issuance of void Game material, if any, is limited to replacement of void material from random stock while supplies last. Game Sponsor is not responsible for damaged, lost, or stolen Game materials. No more than the number of prizes stated in these Official Rules will be awarded. If, for any reason, the number of any prize claims received exceeds the stated number of such prizes at any prize level, Game Sponsor reserves the right to award the stated number of such prizes at that level through a random drawing from among all such prize claims received for that prize level.

11. GENERAL TERMS AND CONDITIONS: Participation in the Game constitutes the entrant's full and unconditional agreement to and acceptance of these Official Rules including the decisions of Game Sponsor and Administrator (collectively the "Game Entities"), which are final with respect to all matters relating to the Game. This Game is void outside the jurisdictions specified in these Official Rules and where prohibited by law and is subject to all applicable federal, state, local, and municipal laws and regulations. By participating in the Game, and as a condition of acceptance of any prize, each entrant, his/her heirs, executors, administrators, and assigns, RELEASES AND FOREVER DISCHARGES AND HOLDS HARMLESS the Game Entities, their direct and indirect subsidiaries and affiliates, and their advertising, promotion and fulfillment agencies and legal and other advisors, and each of their employees, officers, directors, shareholders, partners and agents (collectively, the "Released Parties"), from and against any and all losses, damages, rights, claims, actions, causes of action, personal injury, property damage or death (including without limitation all costs and liabilities of any kind, including attorneys' fees), AND INCLUDING WITHOUT LIMITATION ANY LIABILITY ARISING FROM ANY ACT OR OMISSION OF NEGLIGENCE OR INTENTIONAL CONDUCT OF THE ENTRANT, that the entrant now has, or may hereafter have against the Released Parties directly or indirectly resulting or arising from: (a) participation in the Game, or the awarding, acceptance, use, or misuse of any prize, or traveling to, preparing for, or participating in any Game-related or prize-related activity; or (b) the publicity rights granted to the Game Sponsor and its direct and indirect affiliates as referred to above. It is understood that there may be serious risks of bodily injury, death, or property damage associated with the redemption, use or misuse of any prize, and any prize winner voluntarily assumes these risks. The entrant will be required to pay any taxes, if applicable, associated with the awarding of any prize. Any claim or dispute with respect to the Game, the prize, or these Official Rules shall be governed by the laws of the State of New York law and any proceedings in relation to any such claim or dispute shall be resolved exclusively by federal and state courts of New York. If any portion of these Official Rules is determined to be unenforceable by a court of law, all other parts of these Official Rules shall remain in full force and effect, and that the conditions and covenants herein shall be binding on the entrant and the entrant's heirs and assigns.

PRIZES SHALL BE ACCEPTED "AS IS." IT IS UNDERSTOOD THAT THE GAME ENTITIES HAVE NOT MADE ANY WARRANTY, REPRESENTATION, OR GUARANTEE, EXPRESSED OR IMPLIED, INCLUDING BUT NOT LIMITED TO ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, REGARDING ANY PRIZE, OR ANY SUBSTITUTE PRIZE. ALL ENTRIES AND PRIZE CLAIMS RECEIVED BECOME THE PROPERTY OF GAME SPONSOR AND WILL NOT BE RETURNED. GAME SPONSOR RESERVES THE RIGHT TO CANCEL OR MODIFY THE GAME OR TO AMEND THESE OFFICIAL RULES AT ANY TIME, FOR ANY REASON, AND WITHOUT PRIOR NOTICE.

The Released Parties are not responsible for any technical, hardware, software or telephone failures of any kind, lost or unavailable network connections, or failed, incomplete, garbled or deleted computer, electronic or network transmissions, or for entry requests, or prize claims that are stolen, illegible, incomplete, misdirected, lost, late, postage-due, damaged, or ineligible.

WARNING: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE, COMPROMISE OR OTHERWISE CORRUPT THE GAME OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE GAME MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, GAME SPONSOR AND ADMINISTRATOR RESERVE THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

12. All properly claimed prizes and discounts will be awarded. Total approximate retail value of all available prizes: \$3,881,327.20. Total approximate retail value of all available discounts: \$2,390,400.00. Total approximate retail value of all available prizes and discounts: \$6,271,727.20.

13. Any and all trade names and trademarks used herein and associated with the Game are the sole and exclusive property of the Game Sponsor.

Game Sponsor: The Golub Corporation, Schenectady, New York, USA, 12308-1058.

Administrator: WSP International Limited, Markham Ontario, Canada, L3R 1H5.