

28 DAY CHALLENGE SWEEPSTAKES RULES – 2018

1. NO PURCHASE NECESSARY. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. OPEN TO ALL CITIZENS OR LEGAL RESIDENTS OF TEXAS AND NEW MEXICO WHO ARE 18 YEARS OF AGE OR OLDER AT THE TIME OF ENTRY. VOID WHERE PROHIBITED. Winners must be 18 years of age on the date of initial entry.

Participants who were employees or immediate family members of employees of United Supermarkets, LLC, at any time during the sweepstakes shall not be eligible to win.

2. HOW TO ENTER: Fill out the online form between December 27, 2017, and January 28, 2018 ("Promotion Period"), you will earn one (1) sweepstakes entry at Market Street stores (hereinafter individually and collectively referred to as "Sponsor"). Federal, state and local taxes; money orders, funds transfers, utility payments and comparable items and transactions; returns, credits and refunds; coupons and discounts; postage stamps; fuel purchases; store gift cards or other products excluded by law are specifically excluded from earning entries when one or more of them comprises the entire transaction). Sweepstakes entries are limited to one per email address.

3. TO ENTER BY MAIL: On a 3" x 5" card, print your name, address, birthdate, phone number and the store closest to your address. Entries must contain entrant's legal signature. Only one entry per person will be accepted. Mail your entry in a No. 10 envelope to the "28 Day Challenge", Attn: Guest Services, 7830 Orlando Ave, Lubbock, TX 79424. All mailed entries must be postmarked no later than January 24, 2018, and received no later than 5 p.m. Central Standard Time, January 28, 2018, to be eligible for the Grand Prize drawings. By participating in this Promotion, all participants agree to be bound by these Official Rules, and agree that the decisions of the Sponsor will be valid and binding in all respects. Sponsor not responsible for late, stolen, lost, postage due, or misdirected mail, or incomplete or illegible entries.

4. DRAWINGS AND PRIZES AWARDED: There will be a total of fourteen (14) prize drawings: four (4) weekly gift card drawings, nine (9) item prizes and one (1) grand prize gift card drawing. Weekly drawings for one (1) \$100 store gift card will be held on January 5, 12, 19, and 26 for a total of \$400 in weekly gift card prizes. One (1) grand prize drawing for a \$500 store gift card will be held on January 29. Weekly item prizes will include six (6) Tiesta Tea® Brewmaster packages, one (1) Nutribullet®, one (1) Beat the Blues package, and one (1) Insta Pot®. Weekly item prizes will be drawn for on the Friday of corresponding weeks as detailed on entry page. Odds of winning any sweepstakes prize(s) depends on the number of eligible entries received. Weekly prizes are limited to one prize per person. Prizes cannot be transferred, substituted, or redeemed for cash, except at the Sponsor's discretion due to availability. Winners of the Prizes, subject to verification, will be selected at random by electronic means from all known entries, an independent organization. Only one winner per selected entry will be accepted.

5. TO CLAIM A PRIZE: Prize winners will be contacted by the Sponsor and must submit prize claim materials as requested by sponsor up to and including signed prize form(s), signed W-9 tax form and valid photo identification to sponsor. The Sponsor will notify the potential winner of the winning within three (3) days after the drawing via either email and/or phone number submitted at time of entry. We recommend you keep a copy of your Prize form for your files before you submit them because those materials become the property of the Sponsor and will not be returned. Once the submitted prize has been claimed by a verified winner at the Sponsor's location, the prize will be awarded. PRIZES WILL BE AWARDED TO REWARDS ACCOUNT HOLDERS OR ACTUAL SIGNATORIES ON HANDWRITTEN ENTRIES. PRIZES MAY NOT BE GIFTED, SOLD, TRANSFERRED OR ASSIGNED.

6. NOTICE: This Promotion is void where prohibited. Participation in the Promotion, where lawful, constitutes permission to use name, voice, photograph or likeness of prize winners for advertising/publicity purposes without additional compensation at the sponsor's discretion.

Prize winners may be obligated to sign and return an affidavit of eligibility and liability release and, where lawful, publicity release within two (2) days of notification by Sponsor. In the event of noncompliance by a Grand Prize winner, or if prize is returned as nondeliverable, the prize will be forfeited and may be awarded to an alternate winner. All tax liability on all prizes is solely the responsibility of the prize winner. By accepting the prize, winners release and agree to hold harmless Sponsor, its parent, subsidiaries, affiliate, franchisees, advertising and promotion agencies, their respective attorneys, directors, officers, and associates, representatives, and agents from any and all liabilities for any injuries, losses, or damages, including death, and property arising in whole or in part, directly or indirectly, out of participation in this Promotion, or acceptance, possession, use or misuse of a prize. Prizes cannot be substituted, transferred or redeemed for cash, except by Sponsor, due to prize availability.

7. LEGAL NOTICE: Any attempt to defraud or forge any Promotion materials in any way will be prosecuted to the fullest extent of the law. This Promotion is offered in Texas and New Mexico, and all its parts are VOID elsewhere or where taxed or prohibited by law. No more than the number of advertised prizes in the Official Rules in any prize category will be awarded. If a printing, seeding, mechanical, drawing or any other error causes the number of prize claims in any prize category(s) to exceed the number of prizes set forth in that category in the Official Rules, a random drawing will be conducted from all eligible entries in that category, to award the total number of prizes that are advertised in that category.

8. WINNERS LIST: The name of the Grand Prize winner may be obtained at the conclusion of the Promotion by sending your request via first-class stamped, self-addressed envelope to: The United Family, Attn: 28 Day Challenge, 7830 Orlando Ave., Lubbock, TX 79423

9. DEADLINE: Deadline for the receipt of all Sweepstakes entries is January 28, 2018 at 11:59 p.m. Central Standard Time. All prizes not claimed by February 28, 2018 may be forfeited and/or another winner may be chosen from among eligible entries.

10. CONTEST DELAY/EXTENSION: The Sponsor may delay the Promotion commencement date and thereafter extend the Promotion period, if such commencement is delayed by a cause which is beyond the reasonable control of the Sponsor. Sponsor may modify contest if deemed necessary.

11. PARTICIPATING STORES: This Promotion is being conducted in all United Family Market Street stores. Entrants that agree to receive Rewards communication agree to receive email communication and other communication from sponsor.