

BROOKSHIRE'S CHASE TO SAVINGS SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY. VALID ONLY IN ARKANSAS, LOUISIANA, MISSISSIPPI AND TEXAS.

- 1. HOW TO ENTER:** Beginning 9/30/09 through 11/9/09, purchase any participating product from one of the following promotional partners: *Kellogg's®*, *Procter & Gamble®*, *Coca-Cola®*, *Kraft®*, *Unilever®* and/or *Mars®* (4 oz. or larger – any combination) with your Brookshire's Thank You Card at a participating Brookshire's store located in Arkansas, Louisiana, Mississippi or Texas during the same transaction and you will automatically receive one (1) entry into the sweepstakes. See in-store flyer for complete listing of participating products. Alternatively, you may enter the sweepstakes without a purchase by hand writing on a 3"x 5" piece of paper your name, address, age and daytime/evening phone numbers and mail in an envelope with sufficient postage affixed to: Brookshire's Chase to Savings Sweepstakes, P.O. Box 8022, Westport, CT 06888. All purchase entries must be completed by 11:59:59 PM (CT) on 11/9/09. All mail-in entries must be postmarked by 11/9/09 and received by 11/12/09. Limit one purchase entry per transaction and one mail-in entry per outer stamped envelope. NASCAR and Brookshire's ("Sponsors") is not responsible for lost, late, misdirected, illegible, incomplete, damaged, postage due or mutilated mail. No mechanically reproduced, altered, forged, or facsimile entries will be accepted. All entries become the property of Sponsors and will not be returned. Sponsors are not responsible for any change of mailing address and/or telephone number of entrants. In the event of a dispute regarding the identity of the person submitting an electronic Brookshire's Thank You Card entry, the entry will be deemed submitted by the person in whose name the account is registered, provided that person meets all eligibility criteria set forth in these Official Rules.
- 2. ELIGIBILITY:** Open to legal residents of the States of Arkansas, Louisiana, Mississippi and Texas who are 18 years of age or older or the age of majority in their state of residence. NASCAR, Inc., Kellogg North America Company, Brookshire's Grocery Company, The Coca-Cola Company, Mars Snackfood US, LLC, Kraft Foods, Inc., Procter & Gamble, Unilever, each of their respective parent companies, subsidiaries, affiliates, advertising, promotion and other agencies, each of their respective employees, shareholders, directors, officers, agents, members, personnel and assigns (collectively, the "Released Parties") and their immediate family members and/or those living in the same household of each are not eligible to participate. Void outside of AR, LA, MS, TX or where prohibited.

3. **RANDOM DRAWING:** Winner will be selected in a random drawing on or about 11/13/09 from among all eligible entries received from all methods combined by Sponsor or its designee, the judges in this Sweepstakes, whose decisions are final and binding. Winner will be notified by phone and/or mail at Sponsor's discretion.

4. **PRIZE/APPROXIMATE RETAIL VALUE (ARV)/ODDS:** One (1) Grand Prize
- A four days/3 nights trip for two (2) to NASCAR Sprint Cup Series *Champion's Week™* in Las Vegas, NV, December 2-5, 2009 including the following elements: Round trip air transportation for two (2) between a major metropolitan airport closest to the winner's residence and Las Vegas airport; round-trip ground transportation between airport and hotel in Las Vegas, hotel accommodations for three-nights (one (1) standard room, double occupancy); two (2) passes to sponsor-selected *NASCAR Sprint Cup Series Champion's Week™* events and \$500 spending money (ARV \$4,500). Accommodations and air transportation are SUBJECT TO AVAILABILITY. No sale, transfer or substitution of prize elements will be permitted. Prize does not include taxes, tips, gratuity, meals, services charges, or any other service or item not specifically described above. Prize is not redeemable for cash. **Trip must be completed to coincide with the NASCAR Sprint Cup Series Champion's Week™ (December 2-5, 2009 - or prize will be forfeited).** If any for any reasons any NASCAR Sprint Cup Series Champion's Week™ Events are cancelled, the remaining trip portion of prize will be awarded as prize. Odds of winning depend on total number of entries received from all methods combined. **Grand Prize winner will receive a 1099 tax form for the approximate retail value of the prize.**

5. **GENERAL:** Potential Grand Prize winner will be required to sign and return a notarized Affidavit of Eligibility/Liability Release and, where permitted by law, Publicity Release within five (5) days after first notification attempt. Guests of Grand Prize winner (if under 18 years of age, their parent/legal guardian) must sign and return a Liability/Publicity Release prior to travel. If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected. No correspondence will be acknowledged. No cash equivalents, substitutions or transfer of prize permitted except that Sponsors reserve the right to substitute a prize of equal or greater value in the event that an offered prize is unavailable. Subject to all federal, state and local laws/regulations. The Released Parties will not have any liability whatsoever for any injuries, losses or damages of any kind or resulting from acceptance, possession, use and/or misuse of any prize or participation in the sweepstakes or any prize-related activities. By accepting prize, winners agree to hold NASCAR, Inc., its affiliates and each of their respective shareholders, directors, officers, employees, members, agents personnel and assigns harmless against any and all claims and liability arising out of use of the prize or any other participation in this sweepstakes.

Winners assume all liability for any injury or damage caused, or claimed to be caused by participation in this promotion or use or redemption of any prize

Acceptance of a prize shall be construed as and signify the winner's agreement and consent that Sponsors, Brookshire's and/or NASCAR, Inc., may use the winner's name, voice, likeness and/or prize information, without limitation, for promotional purposes without further consideration, review, approval or payment, where allowed by law. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges, which are final and binding in all respects. The Released Parties are not responsible for incorrect Brookshire's Thank You Card data, along with any and all electronic, network, computer or other technical malfunctions that may occur upon collection, processing and transmission neither of data nor for any typographical or other error in the printing of the offer or in administration of the sweepstakes. Sponsors reserve the right, at their sole discretion, to cancel, suspend, or modify the Brookshire's Thank You Card entry method of the sweepstakes if it becomes technically corrupted and select the winners by random drawing from among all eligible entries received up to the point of the Sponsor's action. The Released Parties are not responsible for any typographical or other error in printing, offering or announcement of prizes.

6. For name of winner, send a self-addressed, stamped envelope by 12/30/09 to: Brookshire's Chase to Savings Sweepstakes – Winner's List, P.O. Box 8033, Westport, CT 06888. Winner's list to be available after 11/30/09.
7. **SPONSORS:** Brookshire Grocery Company, PO Box 1411, Tyler TX 75701 and NASCAR, P.O. Box 2875, Daytona Beach, FL 32021
8. **PROMOTION ADMINISTRATOR:** The Concept Studio, P.O. Box 8033, Westport, CT 06888.