



## PRINCIPAL CHALLENGE OFFICIAL RULES AND GUIDELINES

**1. NO PURCHASE NECESSARY TO ENTER OR WIN.** Void where prohibited, taxed or otherwise restricted by law. All Federal, State and Local laws and regulations apply. Read all of the contest rules. Entries that do not adhere strictly to these rules and guidelines will not be judged. (See eligibility restrictions below.)

**2. Eligibility Restrictions:**

a. The principal challenge contest (the "Principal Challenge Contest") is open to legal U.S. private and public school principals who currently reside in the following states: CT, MA, RI, ME, NY, NH and NJ (the "Stop & Shop Arena") and DE, MD, VA and the District of Columbia (the "Giant Arena"), (collectively, the "Contest Arena"), who meet the following criteria: (i) entrants must reside in the Contest Arena; (ii) entrants must be a principal in a private or public school system; and (iii) entrants may not be the immediate family, e.g., spouses, children, siblings, parents, and/or IRS dependents, or household members, whether or not related) of employees, officers or directors of The Stop & Shop Supermarket Company LLC or Giant of Maryland LLC (collectively, the "Sponsors"), or their respective parent companies, subsidiaries or affiliates, advertising agencies, participating sponsors/promotional partners, judging or fulfillment agencies, and dealers.

**3. How to Enter the Contest:**

a. The Contest will begin on 11/01/2009 and end on 11/30/2009 (the "Contest Period").

b. To participate, entrants must submit an entry stating what they would do to earn additional A+ BonusBucks<sup>SM</sup> points for their school. Each entry must include Principal's name, school name/address and phone number. All entries submitted shall become the property of the Sponsors, and no submissions will be acknowledged or returned. All challenges should be e-mailed to [askaplus@cranecommunications.com](mailto:askaplus@cranecommunications.com) or mailed with sufficient first class postage to: "A+ BonusBucks<sup>SM</sup> Principal Challenge", c/o Crane Communications, Inc, 111 Presidential Blvd., Ste. 252, Bala Cynwyd, PA 19004. All entries must be postmarked by 12 midnight on 11/30/09 and all challenges must be fulfilled by 1/15/2010.

c. Sponsors are not responsible for entries not received due to network service outages or delays, computer difficulties or any other technological glitches, or for lost, stolen, misdirected, late, illegible, incomplete or mutilated entries by mail.

d. Each Principal may enter only one (1) challenge.

**4. Selection of Winners:**

a. Decisions of the Sponsors and the Judges with respect to the Contest are final and binding in all matters.

b. Five (5) Winning challenges will be announced on or about 12/22/09.

c. At all levels of judging, submissions that adhere to the guidelines will be judged with special attention to: (1) Expression of theme as it relates to the Contest and (2) Originality of the challenge. Entries will be judged anonymously.

d. Limit one prize per school. Sponsors reserve the right not to award a prize or any prizes when submissions do not meet contest standards or criteria.

e. Sponsors will notify the potential winners via U.S. mail, e-mail and/or overnight courier on or around 12/12/2009 and winners must accept prize within ten (10) days. Each potential winner must execute and return an Affidavit of Eligibility/Release of Liability Prize Acceptance Form within ten (10) days of notification attempt or prize will be forfeited and an alternate winner may be selected from the remaining eligible entries. If prize notification is returned as undeliverable or winner cannot be located or does not respond by deadline date, an alternate winner will be chosen and prize will be awarded. The winners will be posted on the web site at [www.giantfood.com/aplus](http://www.giantfood.com/aplus) and [www.stopandshop.com/aplus](http://www.stopandshop.com/aplus) on or about 12/22/09.

**5. Prizes & Approximate Retail Value ("ARV"):**

a. The following prizes will be given away: Five (5) winning principals will receive for their schools the greater of \$1,000 or double the total of A+BonusBucks points earned during the month of November, up to \$5,000. (ARV: \$5,000)

b. There is no substitution or transfer for prizes. The prizes are expressly limited to the item(s) listed above and do not include taxes or any other expenses. Other restrictions may apply. All taxes, fees and/or costs incurred in winning or to claim the prize and any other expenses not specified are the sole responsibility of the winners.

**6. Conditions:**

a. Payment of any federal, state and local taxes is the sole responsibility of the winners. Winners may be required to sign an IRS Form W-9 or the equivalent. All winners will be issued a 1099 tax form reflecting the ARV of each prize awarded.

b. The winners agree to have their picture, name, or voice used or published in whole or in part in any advertising or broadcasting material relating to this contest for promotional purposes in any and all media now known or hereafter discovered, worldwide and on the Internet and World Wide Web, without notice, review or approval, without further payment or consideration, and, where legal, to sign a publicity release confirming

such consent prior to acceptance of the prize. By entering the contest, entrants waive all rights to claim punitive, incidental and consequential damages, attorneys' fees or any damages other than actual out-of-pocket costs incurred to enter. Sponsors reserve the right not to publish any challenge entry that they deem inappropriate for any reason.

c. Except where prohibited, prior to awarding any prize or prize certificate, Sponsors in their sole discretion may require contest winners to sign a liability release agreeing to hold the Sponsors and each of their parent, subsidiary or affiliated companies, their advertising agencies, participating sponsors/promotional partners, and the officers, shareholders, directors, employees, agents and representatives of each of them harmless against any and all claims or liability arising directly or indirectly from the prize or participation in the contest, provided that any such release shall not apply to intentional misconduct.

d. Sponsors reserve the right to make changes in the rules of the contest, including the substitution of a prize of equivalent value, which will become effective upon announcement.

e. Failure to comply with the contest rules may result in a contestant's disqualification, solely at the discretion of Sponsors. Sponsors, in their sole discretion, reserve the right to disqualify any person tampering with the entry process, the operation of the Sponsors' website or who is otherwise in violation of the rules. Sponsors further reserve the right to cancel, terminate or modify the contest if it is not capable of being completed as planned, including infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort.

f. Entrants and winners further agree to waive any right to claim ambiguity in the contest or in these official rules and guidelines. Entrants and winners agree that Sponsors have made no representation, warranty or guaranty, expressed or implied, in law or in fact, relative to the prize. Sponsors are not responsible for typographical or other errors in the printing, the offering or the administration of the contest or in the announcement of a prize.

g. Except where prohibited, all issues and questions concerning the construction, validity, interpretation and enforceability of these official rules and guidelines, or the rights and obligations of the participant, Sponsors, and judges in connections with the contest, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Massachusetts, without giving effect to any choice of law or conflict of law rules (whether of the Commonwealth of Massachusetts, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Commonwealth of Massachusetts. The information provided by the entrant will be used solely for the purposes of this contest and will not be rented, sold, or relinquished.

h. Copies of the written contest rules are available during regular business hours at participating Stop & Shop and Giant locations, at the Sponsors' websites: [www.giantfood.com](http://www.giantfood.com) or [www.stopandshop.com](http://www.stopandshop.com), or write your name and complete address on a 3"x5" card and mail in a first class, self-addressed (#10) stamped envelope to: "A+

*BonusBucks<sup>SM</sup> Principal Challenge Contest*", c/o The Stop & Shop Supermarket Company LLC, 1385 Hancock Street, 7<sup>th</sup> Floor, Quincy, MA 02169-5103 by 11/30/2009. Allow approximately two (2) weeks for delivery. The contest winners list will be available after 12/22/2009 from the same address, or during regular business hours at participating Stop & Shop and Giant locations.

7. **Privacy:** The information provided by the entrants will be used solely for the purposes of this Contest and will not be rented, sold, or relinquished. .

8. **Sponsor:** The Stop & Shop Supermarket Company LLC, 1385 Hancock Street, Quincy, MA 02169 and Giant of Maryland LLC, 8301 Professional Place, Landover, MD 20785. Trademarks and logos associated with The Stop & Shop Supermarket Company LLC, Giant of Maryland LLC d/b/a Giant®, Giant Food® or Super G® are registered with the U.S. Patent and Trademark Office. ©2010. All rights reserved.