

THE HANNAFORD 2020 GRADUATE CONTEST
OFFICIAL RULES

**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN.
A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**OPEN ONLY TO LEGAL RESIDENTS OF MAINE, MASSACHUSETTS, NEW HAMPSHIRE,
NEW YORK, AND VERMONT, WHO ARE SIXTEEN (16) YEARS OF AGE OR OLDER, AND
A 2020 SCHOOL GRADUATE (HIGH SCHOOL, COLLEGE, OR GRADUATE SCHOOL) AT
THE TIME OF ENTRY. VOID WHERE PROHIBITED**

The Hannaford 2020 Graduate Contest ("Contest") is sponsored by Hannaford Bros. Co., LLC, ("Sponsor"), 145 Pleasant Hill Road, Scarborough, ME 04074 and is administered by Prize Logic, LLC ("Administrator"), 25200 Telegraph Road, Suite 405, Southfield, MI USA 48033.

- 1. CONTEST PERIOD:** The Contest entry period starts on June 12, 2020 at 12:00 PM (noon) Eastern Time ("ET") and ends on July 5, 2020 at 11:59:59 PM ET ("Submission Phase"), and is followed by a judging phase ("Judging Phase"), which begins on July 6, 2020 at 12:00 AM ET and ends July 13, 2020 at 11:59:59 PM ET. The Submission Phase and Judging Phase are collectively the "Contest Period." Administrator's computer is the official time keeping device for this Contest.

- 2. ELIGIBILITY:** This Contest is open to legal residents of Maine, Massachusetts, New Hampshire, New York, and Vermont, who are at least sixteen (16) years of age or older and a 2020 school graduate (high school, college, or graduate school) at the time of entry, including employees, officers, and directors of Sponsor and its parent company, subsidiaries, and affiliates. Employees, officers, directors, representatives, and agents of Administrator, and its parent company, subsidiaries, affiliates, and companies involved in the implementation and execution of the Contest (collectively "Contest Entities") and each of their respective immediate family members (e.g., spouse, parent, child, sibling, and their respective spouses and the "steps" of each, regardless of where they reside) and persons living in the same household of each, whether or not related, are not eligible to enter or win. Void where prohibited by law. All applicable federal, state, and local laws and regulations apply.

Participation constitutes entrant's full and unconditional agreement to these Official Rules and Administrator's decisions and interpretations, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Administrator.

- 3. HOW TO ENTER THE SUBMISSION PHASE:** During the Submission Phase, an eligible entrant must visit HannafordGraduateSweepstakes.com ("Website") and enter his/her valid e-mail address and the information requested on the entry form, which may include, without limitation: his/her first and complete last name (no initials); valid e-mail address; phone number; street address (no P.O. Boxes will be accepted); city, state; and zip code. Entrant must then follow the on-screen prompts to upload a thirty (30) second video message of encouragement to his/her future self along with his/her graduation date and the school he/she is graduating from (collectively a "Submission"). The Submission cannot exceed thirty (30) seconds and 80 MB and be in one of the following file formats: .MOV, .MPEG, .WMV, .MP4. **All Submissions must comply with the restrictions outlined in Section 4 below. All Submissions must be received by Administrator no later than 11:59:59 PM ET on July**

5, 2020 or Submission will be disqualified. Sharing or posting of the Submission on social media, including on Instagram, Facebook or Twitter, will not improve your chances of winning.

Limit: There is a limit of one (1) Submission per person during the Submission Phase. If more than one (1) Submission is received from the same person during the Submission Phase, only the first Submission received will be considered valid. An entrant who attempts to enter more than one (1) time may be subject to disqualification from the Contest. If it is discovered or suspected that a person has attempted to enter or upload Submissions using multiple e-mail addresses or identities, all of that person's Submissions will be declared null and void and that person will not be awarded any prize that he/she might have been entitled to receive and such prize will be forfeited, at the Administrator's sole and absolute discretion.

NOTE: By submitting a Submission, each entrant agrees that his/her Submission conforms to the Submission Requirements set forth in Section 4 below and all other terms and conditions in these Official Rules and that Administrator may, at its sole and absolute discretion, disqualify him/her from the Contest if Sponsor or Administrator (in Sponsor's or Administrator's discretion) decides that his/her Submission fails to conform to the Submission Requirements or any other provision of these Official Rules.

4. SUBMISSION GUIDELINES AND REQUIREMENTS: Each Submission must comply with the following:

- Submission must include a video not to exceed thirty (30) seconds and 80 MB, in one of the following file formats: .MOV, .MPEG, .WMV, .MP4;
- Must not contain material that violates or infringes another's rights, including, but not limited to, privacy, publicity or intellectual property rights, including copyright infringement, or legal or moral rights of any third party, living or deceased;
- Must not disparage Sponsor, Administrator or any other person or party affiliated with the promotion and administration of this Contest;
- Must not include any personally identifiable information;
- Must be the original work of the entrant and must not contain images or artwork, music, quotes, parodies or other materials not created by entrant;
- Must not feature brand names, logos or trademarks other than Sponsor's trademarks in any other element of the entry or image, for which Sponsor has granted entrant, with respect to the Sponsor's trademarks, entrant a limited license to use for purposes of this Contest;
- Must not have been submitted previously in a promotion or contest of any kind and has not been exhibited or distributed currently or previously in any media;
- Must not contain, facilitate, reference, or use material that is fraudulent, inappropriate, indecent, lewd, pornographic, obscene, hateful, tortious, defamatory, slanderous or libelous;
- Cannot be sexually explicit or suggestive, unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, or contain nudity or any materially dangerous activity;
- Must not contain, facilitate, reference or use material that contains prohibited content which shall include, but is not limited to content that promotes, suggests, or encourages:
 - i. gambling, including without limitation, any content related to online casinos, sports books, bingo or poker;

- ii. the use of firearms/weapons/ammunition, any illegal drugs, prostitution, pornography, nudity, profanity or other adult content, violence, or the use of alcohol or tobacco products;
- iii. the taking up of arms against any person, government or entity or otherwise challenge or seek to overthrow any government;
- Must not contain any viruses, spyware, malware, or other malicious components that are designed to harm the functionality of a computer in any way;
- Must not contain, facilitate, reference, or use material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, ethnicity, religion, nationality, disability, sexual orientation, political orientation, citizenship, ancestry, marital status, or age; and
- Must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where the video was created.

Entrant must have approval from any persons appearing in the Submission and be able to provide express written consent from every such person appearing in the Submission to Administrator if requested.

NOTE: If any Submission fails to comply with any of these Submission Requirements or any other provisions of these Official Rules, Sponsor and Administrator reserve the right, but are not obligated, to disqualify the entrant.

SUBMISSIONS POSTED TO THE WEBSITE WILL NOT BE EDITED BY SPONSOR AND ARE THE VIEWS/OPINIONS OF THE INDIVIDUAL ENTRANT AND DO NOT REFLECT THE VIEWS OF SPONSOR IN ANY MANNER. Any entrant who incorporates any intellectual property owned by a third party into his/her Submission does so at his/her own risk. Without in any way limiting, expanding or amending the terms and conditions residing on any Contest-related website, including the Website, which terms and conditions shall remain in full force and effect, if Administrator is duly notified that any element of an entrant's Submission infringes upon the rights of another person and/or receives a legally valid request to remove the affected Submission from any Contest-related website because of such infringement, such Submission may be disqualified from the Contest, as Administrator may determine in its sole discretion. Further, no entrant will be eligible to receive a prize unless Administrator determines, in its sole and absolute discretion, that such entrant's Submission has been or can be sufficiently cleared for legal purposes and such entrant eligibility is verified. Each person who enters this Contest represents and warrants as follows: (i) the Submission is the entrant's own original work; (ii) the Submission has not been previously published; (iii) the Submission has not won previous awards; (iv) the Submission does not contain any computer virus (as applicable), is otherwise uncorrupted, is wholly original with entrant, and as of the date of submission, is not the subject of any actual or threatened litigation or claim; (v) the Submission does not and will not violate or infringe upon the intellectual property rights or other rights of any third party; (vi) entrant has obtained permission from any person whose name, likeness or voice is used in the Submission; and (vii) the Submission does not and will not violate any applicable laws, and is not and will not be defamatory or libelous. Each entrant hereby agrees to indemnify and hold Sponsor and the Contest Entities harmless from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of entrant hereunder.

By submitting a Submission, entrant hereby grants permission for the Submission to be publicly posted, at Sponsor's sole discretion. By submitting a Submission, entrant grants Sponsor an unlimited, worldwide, royalty-free, irrevocable, perpetual, license and right to publish, use, publicly perform and display the Submission in whole or in part, in any way, in any and all media, without limitation, and without consideration to the entrant, for promotional or marketing purposes. Neither Sponsor nor the Contest Entities are responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected entries, Submissions – all of which will be void. Administrator reserves the right to disqualify any entrant and/or Submission in its sole and absolute discretion.

- 5. JUDGING PHASE AND SELECTION OF WINNERS:** During the Judging Phase, eligible Submissions will be judged by an independent panel of qualified judges ("Judges"). The Judges will score the Submissions according to the following weighted criteria: (i) Quality of Submission: 30%; (ii) Creativity: 40%; and (iii) Originality: 30% ("Judging Criteria"). The one (1) Submission that receive the highest score will be the potential grand prize winner. The five (5) Submissions that receive the next highest scores will each be deemed the potential first prize winners. In the event of any ties, the Submission with the highest score in (ii) Creativity: 40% will prevail. In the event there are still any ties, the tied Submissions will be judged again and the Submission with the highest overall score will prevail. If any potential winner is found to be ineligible or does not comply with these Official Rules, he/she will be disqualified and the Submission with the next highest score will be named the potential winner. Administrator's, and Judge's decisions shall be final and binding in all matters pertaining to the judging and selection of the potential winners. Each winner is a potential winner pending verification of his/her eligibility and compliance with the Official Rules. In no event will there be more than one (1) grand prize winner and five (5) first prize winners.
- 6. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"):**
 - A. Grand Prize (1):** The grand prize winner will receive \$10,000 ("Grand Prize"). Only one (1) Grand Prize will be available in the Contest. The ARV of the Grand Prize is \$10,000.
 - B. First Prizes (5):** Each first prize winner will receive \$500 (each a "First Prize"). No more than five (5) First Prizes will be available in the Contest. The ARV of each First Prize is \$500.
 - C. Prize Conditions:** In no event will more than one (1) Grand Prize and five (5) First Prizes be awarded. If, for any reason, more prize notifications are sent (or more claims are received) than the number of prizes offered, as set forth in these Official Rules, Administrator reserves the right to award the intended number of prize by re-judging according to the Judging Criteria in Section 5. No prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of a prize. Limit: One (1) prize per household.
- 7. HOW TO CLAIM A PRIZE:** Within twenty-four (24) hours after the end of the Judging Phase, the potential winners will be notified via e-mail and/or telephone using the information disclosed at the time of entry. Before being declared a verified winner, the potential Grand Prize winner (or his/her parent or legal guardian if winner is a minor in his/her state of residence) must complete, sign, and return a notarized Affidavit of Eligibility/Liability & Publicity Release and a tax acknowledgement ("Affidavit") within seven (7) business days from the date it is e-mailed to the potential Grand Prize winner by the Administrator. Potential

winners are subject to verification of eligibility and compliance with these Official Rules. Failure to provide all required information within the stated time period may result in forfeiture of a winner's right to claim his/her prize, and may result in the respective prize being awarded to an alternate winner, if time permits. The potential Grand Prize winner may be subject to a background check before the Grand Prize is awarded. Sponsor reserves the right to disqualify the potential Grand Prize winner based on the results of such background check if Sponsor determines in its sole discretion that awarding the Grand Prize to any such individual might reflect negatively on the Sponsor. Upon verification of eligibility, each prize will be mailed to the winner at the address provided at the time of entry (PO Boxes not allowed). The Sponsor and Contest Entities shall not be held responsible for any delays in awarding a prize for any reason. If a potential winner is found to be ineligible, is not in compliance with these Official Rules, declines to accept a prize, or any winner notification is returned as undeliverable or the potential winner fails to respond to a winner notification within the timeframe specified in such winner notification, or if a potential winner does not answer the initial notification, the respective prize may be forfeited. If a prize is forfeited for any reason, an alternate potential winner may be selected from all remaining non-winning Submissions received. If a prize is unclaimed, unredeemed or any portion thereof returned as undeliverable, it will be forfeited. Prizes are not transferable and includes only the items specifically listed as part of each prize. Any portion of a prize not accepted by winner will be forfeited. Each winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for his/her prize won. Approximate retail value is as of the time these Official Rules were printed. Odds of winning a prize depend upon the number of eligible entries received and the quality of the Submissions. All other costs and expenses not expressly set forth herein shall be solely each winner's responsibility. Each prize will only be awarded to a verified winner. If, after a good-faith attempt, Sponsor is unable to award or deliver a prize, the prize will not be re-awarded.

THE GRAND PRIZE WINNER WILL BE ISSUED A FORM 1099 FOR TAX PURPOSES IN THE AMOUNT OF THE ACTUAL RETAIL VALUE OF THE GRAND PRIZE AND MUST SUBMIT HIS/HER SOCIAL SECURITY NUMBER, AS REQUIRED BY LAW. ALL FEDERAL, STATE, AND LOCAL TAXES IMPOSED ON THE ACCEPTANCE OF A PRIZE ARE SOLELY THE RESPONSIBILITY OF EACH WINNER.

- 10. LIMITATION OF LIABILITY:** By participating in this Contest, entrants agree that the Contest Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail notifications, telephone calls, or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/Internet/website/UseNet accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Contest; (vii) any injury or damage, whether personal or property (including any injury related to dancing or creating the entry), to entrants or to any person's computer related to or resulting from participating in the Contest and/or accepting or using a prize; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged,

garbled or otherwise not in compliance with the Official Rules. Further, the Contest Entities are not responsible for any undelivered telephone calls, messages or e-mails, including without limitation, e-mails that are not received because of an entrant's privacy or spam filter settings that may divert any winner notification or other Contest related e-mail to a spam or junk folder.

By entering the Contest, each entrant agrees: (i) to be bound by these Official Rules, including Submission requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Contest; and (iv) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Contest, including, but not limited to, any Contest-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Contest; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by entrant.

If, for any reason, the Contest is not capable of running as planned, or the integrity and or feasibility of the Contest is severely undermined by any event beyond the control of Sponsor, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order, or regulation, order of any court or jurisdiction, infection by computer virus, unauthorized intervention, technical failures or other cause not reasonably within the control of Sponsor (each a "Force Majeure" event or occurrence), Sponsor reserves the right, at its sole discretion, to abbreviate, cancel, terminate, modify or suspend the Contest and/or proceed with the Contest, including the selection of winners in a manner it deems fair and reasonable, including the selection of winners from among eligible entries received prior to such cancellation, termination, modification or suspension without any further obligation provided a sufficient number of eligible entries are received. If Sponsor, in its discretion, elects to alter this Contest as a result of a Force Majeure event, a notice will be posted at the Website.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS CONTEST, INCLUDING A PRIZE, IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT.

11. DISPUTES: THIS CONTEST IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE COUNTY OF OAKLAND, MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT

DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY TJAMS IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF (“JAMS RULES”). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY’S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR OF THE TIME THE CAUSE OF ACTION ACCRUED, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED

12. **PRIVACY POLICY:** Sponsor’s privacy policy is available at <https://www.hannaford.com/customer-service/privacy>.
13. **PUBLICITY RIGHTS:** By participating in this Contest, each entrant agrees to allow the Sponsor and Sponsor’s designee the perpetual right to use his/her name, address (city and state), biographical information, likeness, picture and other information and content provided in connection with the Contest for promotion, trade, commercial, advertising and publicity purposes in all media worldwide including, but not limited to, on television and the Internet, without notice, review or approval and without additional compensation, except where prohibited by law.
14. **RELEASE:** By participating in the Contest, each entrant releases and agrees to indemnify and hold harmless Sponsor and the Contest Entities, from and against any and all costs, claims, damages, or any other injury, whether due to negligence or otherwise, to person(s) or property (including, without limitation, death or violation of any personal rights, such as violation of right of publicity/privacy, libel, or slander), due in whole or in part, directly or indirectly, to participation in the Contest, creation of an entry, acceptance or usage of a prize, or arising out of participation in any Contest or prize related activity, whether hosted by Sponsor or a third party.
15. **MISCELLANEOUS:** This Contest is subject to all applicable federal, state, and local laws. Winning a prize is contingent upon fulfilling all requirements set forth herein. Any attempted form of participation in this Contest other than as described herein is void and will result in disqualification, and if such person is selected as a potential winner, revocation of his/her prize. Administrator reserves the right to disqualify any individual found, in its sole opinion, to be tampering with the operation of the Contest, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Contest. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Contest will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR AND ADMINISTRATOR EACH RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY**

SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. In the event of a dispute as to the identity of an entrant, the entry will be declared made by the primary account holder of the e-mail account associated with the e-mail account used to enter the Contest. Potential winners may be required to show proof of being the primary account holder. The “primary account holder” is the natural person listed as the primary owner of the e-mail address by an e-mail service provided. Administrator is not responsible for any change of e-mail address, mailing address and/or telephone number and it is solely the responsibility of the entrant to notify Administrator in writing if the entrant changes his or her e-mail address, mailing address and/or telephone number during the Contest Period. If any provision of these Official Rules or any word, phrase, clause, sentence or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or any prize documents will not affect the validity or enforceability of any other provision. Administrator’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted will not be returned. In the event of any conflict with any Contest details contained in these Official Rules and the Contest details contained in any Contest promotional materials (including, but not limited to, point of sale, or any other promotional media), the details of the Contest as set forth in these Official Rules shall prevail. In the event of any conflict between the Official Rules and the Website terms and conditions, the terms and conditions of the Official Rules will prevail.

- 16. WINNERS LIST:** To obtain a list of the winners, mail a self-addressed, stamped business-sized envelope to The Hannaford 2020 Graduate Contest P.O. Box 251328, West Bloomfield, MI 48325. Winner List requests must be received by September 13, 2020.

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