

OFFICIAL RULES
UNITED SUPERMARKETS GUEST SATISFACTION SURVEY SWEEPSTAKES

You have been invited by United Supermarkets, L.L.C. ("United") to participate in the following contest(s), with a chance to win one of the following eligible prize(s):

\$500 in United Supermarkets Gift Cards

or

Amazon Kindle Wireless Reader

United Supermarkets, L.L.C.

Guest Satisfaction Survey Monthly Sweepstakes

ELIGIBLE PRIZES

Five (5) prizes per month of an approximate value of \$500. Winners will be notified by telephone.

United reserves the right to receive entries into the contest through various methods, as may be determined from time to time, at its sole discretion.

Team Members of United Supermarkets, L.L.C., and their immediate families are ineligible to claim the monthly sweepstakes prizes.

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.

ELIGIBILITY

OPEN TO LEGAL RESIDENTS OF THE UNITED STATES, WHO ARE AT LEAST 18 YEARS OF AGE, AND RESIDE IN STATES WHERE PERMISSABLE BY LAW.

You are not eligible if, during the Sweepstakes period you are (or you live with) or your immediate family member (parent, child, sibling and spouse of any of the foregoing) is an employee, representative, or agent of United or any of its.

By entering, entrants agree that United or any of its subsidiaries, licensees or affiliates shall not bear any liability for, and entrants agree to release, indemnify and hold United harmless from any injuries, losses, damages, claims, actions and any liability of any kind resulting from participation. Void where prohibited or restricted by law.

THE PRIZES

If eligible for the Prizes, five (5) prizes per month are to be selected and will be awarded by the 10th of each month from all eligible entries received during the previous month. At United's discretion, prizes and prize values may vary monthly. **Visit the client website for details as to the current prize(s) and prize value(s).**

The prizes are not transferable and must be accepted as awarded. All taxes are the responsibility of the winner.

HOW TO ENTER

To enter by completing a survey, you must be invited by United by receiving an invitation on a cash register receipt at a participating location or by receiving an electronic or email-based invitation (together the "Invitation") or by being given a survey response card at a participating location, during the relevant Sweepstakes period. The entrant must comply with any and all client-specific rules and regulations as outlined on the survey invitation (example: time to complete survey restrictions).

To complete the survey at the Website, enter the certificate number found on your Invitation. Complete the survey within the designated selection fields marked within the on-line Sweepstakes form. All areas marked with an asterisk ("*") or indicated as such, must be filled out prior to submitting your form.

No purchase or survey completion is required to enter or win.

To enter by mail, with no purchase necessary, please hand-write the following sentence "Please enter me in the United Supermarkets Guest Satisfaction Survey Sweepstakes for a chance to win great prizes" on a sheet of paper on which you have hand-printed your first name, last name, home telephone number, full address (no PO Boxes accepted), email address, and mail it to:

Mail-In Entry

United Supermarkets GUEST SATISFACTION SURVEY SWEEPSTAKES
7830 Orlando Avenue
Lubbock, Texas 79423

Each mail-in entry will be entered in a drawing as soon as is practical after the time of receipt. Unselected entries will not be eligible for subsequent draws.

This Promotion is void where prohibited. Entry into the Promotion, where lawful, constitutes permission to use name, voice, photograph or likeness of prize winners for advertising/publicity

purposes without additional compensation. Prize winners may be obligated to sign and return an affidavit of eligibility and liability release and, where lawful, publicity release within ten (10) days of notification by United. All tax liability on all prizes is solely the responsibility of the prize winner. All surveys and information become the property of United and will not be returned.

All entries must be received by United on or before the Sweepstakes End to be eligible for a prize.

THE PRIZE DRAWINGS AND WINNER DETERMINATION

Random drawings for the Monthly Prizes will be held monthly at United Supermarkets office in Lubbock, Texas. These drawings will take place by the tenth (10th) business day following the end of each month. The selected entrant(s) will be contacted by telephone or email within 10 days of selection. If the prize cannot be picked up at a United location, it will be sent to the winner within 4-6 weeks of verification. All taxes on a prize are the responsibility of the winner.

CHANCES OF WINNING

The chances of winning the prize depend on the number of eligible entries received.

OTHER RULES

By entering, contestants agree to abide by these Official Rules and all decisions of United will be final and binding on all entrants. This Sweepstakes is subject to all applicable Federal, State and Municipal Laws.

By entering, entrants agree that United or its clients shall not bear any liability for (a) entries which are lost, postage-due, stolen, illegible, incomplete (or otherwise improperly completed), delayed or destroyed (including, in the case of on-line entries, as a result of failure of the website or technical problems or traffic congestion on the Internet), (b) the loss, theft or misuse of the prize, or (c) any property damage or, except where prohibited by law, personal injury in any way attributable to this Sweepstakes or the prize (including, in the case of on-line entries, injury or damage to any telephone network or lines, on-line systems, servers, access providers, computer equipment or software) or resulting from downloading any material from the Sweepstakes website.

No correspondence will be entered into except with the selected entrant who qualifies to win a prize. By entering, a winner grants United and its clients the right to use the winner's name, address, comments and/or likeness, without further compensation, in any advertising or publicity, except where prohibited. All entries become the property of United who assumes no responsibility for lost, stolen, delayed, damaged or misdirected entries or for any failure of the website during the promotional

period, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any entry to be received by United on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from playing or downloading any material in the promotion. United reserves the right, in its sole discretion, to cancel, modify or suspend the entry form download portion of this Sweepstakes should a virus, bug or other cause beyond the reasonable control of United corrupt the security or proper administration of the Sweepstakes. In the event of cancellation, termination or suspension, at its discretion, United shall select winner from eligible, non-suspect entries received prior to event requiring such cancellation, termination or suspension.

Any attempt to deliberately damage any web site or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, United reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

Surveys obtained through fraudulent means or through an abuse of the Sweepstakes or any surveys that are in any way tampered with, forged, mutilated, illegible, incomplete or mechanically reproduced may, at the sole discretion of United, be disqualified.

In the event that, due to a printing, production or other error, more than the advertised number of prizes is claimed, there will be a random draw conducted amongst all eligible prize claimants to award the correct number of prizes after the Sweepstakes End.

Except as provided herein, the personal information you are providing to enter this Sweepstakes will be used only to administer this Sweepstakes unless you indicate that you would be willing to participate in future surveys or receive future offers from United. Unless otherwise indicated, the responses to the survey questions that you provide will be used by United for which the survey is conducted in an aggregated manner only and will not be linked to your personal information. For more information about United's commitment to your privacy, please click here to view United's privacy policy online.

<http://www.unitedtexas.com/privacypolicy.asp>

United reserves the right, subject to applicable law, to terminate the Sweepstakes at any time.

For the names of the winners, send a self addressed envelope to United Supermarkets Guest Satisfaction Survey Winners 7830 Orlando Avenue, Lubbock, Texas 79423, within thirty (30) days of the Sweepstakes End. The winners list will be sent after the prize has been awarded.