

OFFICIAL RULES

GET FIRED UP IN 2009

FOOD LION SHOPPERS' COMPANION WEEKLY CONTEST

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. PURCHASING ANYTHING WILL NOT IMPROVE YOUR CHANCES OF WINNING.

1. **ELIGIBILITY:** These Sweepstakes are open to permanent legal residents of DE, FL, GA, KY, MD, NC, SC, PA, TN, VA, and WV who are 21 years of age or older as of March 4, 2009. Employees of Food Lion ('Sponsor'), and its affiliates, subsidiaries, advertising and promotion agencies, and such employees' immediate family members and/or persons living in the same household are not eligible. Void where prohibited by law. Limit one prize per family or household.
2. **TO ENTER: NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN.** There will be a series of twenty-six distinct and separate sweepstakes each lasting one week. The initial sweepstakes begins on Wednesday, March 4, 2009 at 12:00:01 a.m. ET and ends on Tuesday, March 10, 2009 at 11:59:59 p.m. ET. Subsequent weekly sweepstakes will follow each Wednesday beginning at 12:00:01 a.m. ET and end one week later on Tuesday at 11:59:59 p.m. ET. The last sweepstakes will be held from August 26, 2009 until September 1, 2009. Eligible participants who receive the Food Lion Shoppers' Companion e-newsletter (the 'e-newsletter') may enter into the Food Lion Shoppers' Companion Weekly Contest (hereinafter, the 'Sweepstakes') by opening the e-newsletter and clicking on the entry check box next to the weekly sweepstakes logo. Customers can sign up for the e-newsletter by visiting www.foodlion.com, clicking on the My Food Lion button, and following the sign-up instructions. Participants can subscribe to the Shoppers' Companion eNewsletter and enter the sweepstakes under only one email address. Once an email address has been submitted on the subscription form, that email address cannot be used by any other person for this sweepstakes. Only the subscriber registered under a particular email address may participate in this sweepstakes. **LIMIT ONE ENTRY PER EMAIL ADDRESS AND PER PERSON PER WEEK.**

To enter without signing up for the e-newsletter, send your full name, street address (no P.O. box accepted), city, state, zip, telephone number and age hand written on a 3 x 5 card in a #10 business envelope with first class stamp affixed to: 'Food Lion Get Fired Up in 2009' Shoppers' Companion Weekly Sweepstakes, 625 Panorama Trl, Bldg 2, Suite 100, Rochester, NY 14625. Only one entry per envelope accepted. Not responsible for late, lost, misdirected, mutilated or illegible entries or entries not received in time for the random drawing. No mechanically reproduced entries permitted. To be entered into a particular weekly sweepstakes, mail-in entries must be postmarked by the Tuesday of that sweepstakes period and received by the first Thursday following the close of that sweepstakes period. Limit one entry per household per week.

3. **RANDOM DRAWING:** A separate drawing will be held for each weekly sweepstakes. One winner will be selected in a random drawing for each weekly sweepstakes from among all eligible entries received for that week only. The drawings will take place on or about the Friday following the last day for entries to be received for each sweepstakes period, with the first drawing taking place on or about Friday, March 13, 2009, and the last drawing taking place on or about Friday, September, 4, 2009. Odds of winning depend upon the total number of eligible entries. All drawings will be conducted by Sponsor, whose decisions are final on all matters relating to this Sweepstakes. No prize substitution is permitted except as specifically described in these rules. Winners will be notified by phone or email. If a winner cannot be notified for any reason beyond the control of Sponsor, his or her prize will be forfeited and awarded to an alternate winner.

4. **PRIZES AND APPROXIMATE RETAIL VALUES:** Each week one (1) First Prize Grilling Package will be awarded, each consisting of: one (1) Masterbuilt Grill (approximate retail value (“ARV”) \$50.00), one (1) Kingsford tent (ARV \$75.00), one (1) small bag of Kingsford charcoal (ARV \$5.99), one (1) Home 360 grilling brush (ARV \$2.99), one (1) container Home 360 lighter fluid (ARV \$2.99), and one (1) Food Lion gift card worth \$50 (ARV \$50.00). Approximate retail value of each prize package is \$186.97. A total of twenty-six (26) First Prizes will be awarded over the course of the promotion period. Total value of all prizes over the course of the promotion period is \$4,861.22. Prizes consist solely of those items specifically listed, and may not be transferred or redeemed for cash. If a prize cannot be awarded for any reason, Food Lion may in its sole discretion substitute another prize of equal or greater value. No substitutions are allowed except at the sole discretion of Food Lion. Upon their presentation or delivery to winners, gift cards, which can be used the same as cash, become the sole property and responsibility of the recipients and will not be replaced by Food Lion if they are lost or stolen.

5. **LIABILITY AND RELEASE:** All federal, state, and local laws apply. By accepting a prize, each winner agrees to hold Sponsor, its subsidiaries and affiliates, and their respective directors, officers, employees, and assigns, harmless against any and all claims and liability arising out of acceptance, use, or misuse of the prize, and against any and all liabilities arising in whole or in part from participation in these Sweepstakes. Each winner assumes all liability for any injury or damage caused, or claimed to be caused, by participation in this Sweepstakes or acceptance, use, or misuse of any prize. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges. Sponsor and its agents are not responsible for any typographical or other errors in the printing of the Official Rules, administration of the Sweepstakes, or announcement of prizes. Winners may receive an IRS form 1099 for the approximate retail value of the prize. All federal, state, and local taxes and any other costs associated with the prize are the sole responsibility of each winner. This Sweepstakes is governed by the laws of the State of North Carolina without regard to conflicts of law or choice of law principles. Any claims related to or arising out of this Sweepstakes can be brought only in the federal or state courts serving North Carolina and every participant and winner consents to jurisdiction and venue in those courts.

6. **AFFIDAVIT OF ELIGIBILITY AND RELEASE:** Acceptance of a prize constitutes permission to Sponsor and its agents to use each winner's name, photo, voice, biographical information, and likeness for purposes of advertising and trade without further compensation, unless prohibited by law. Each potential winner may be asked to execute an Affidavit of Eligibility/Release of Liability/Prize Acceptance Form, which must be returned within 7 days from the date of attempted notification or the prize may be forfeited and an alternate winner selected. In case of a dispute over the identity of the subscriber/entrant associated with a winning entry, the authorized account holder of the email address associated with that entry will be deemed the entrant. The authorized account holder is deemed to be the natural person who is assigned an email address by an Internet access provider, service provider or other online organization that is responsible for assigning email addresses for the domain associated with the submitted email address. At Food Lion's sole discretion, the subscriber/entrant may be required to provide proof of ownership of the email account.
7. **RULES:** To view these Official Rules, go to www.foodlion.com/grill
8. **WINNERS:** To receive a list of the winners' names, send a stamped, self-addressed No. 10 envelope to:

Food Lion Get Fired Up in 2009- Food Lion Shoppers' Companion Weekly Contest
Winners
P.O. Box 25497
Rochester, NY 14625

9. **SPONSOR:** These Sweepstakes are sponsored by:

Food Lion, LLC
2110 Executive Drive
Salisbury, NC 28145.

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