

May 5, 2009 - Final

THE FOOD LION KEITH URBAN SWEEPSTAKES

OFFICIAL RULES –

NO PURCHASE NECESSARY. A PURCHASE DOES NOT INCREASE CHANCES OF WINNING. VOID OUTSIDE OF DE, FL, GA, MD, PA, TN, WV, KY, NC, SC, VA AND WASHINGTON D.C. AND WHERE PROHIBITED.

1. **HERE'S HOW TO ENTER:** Enter The Food Lion Keith Urban Sweepstakes ("Sweepstakes"), beginning 12:00:01 AM ET May 13, 2009 and ending 11:59:59 PM ET July 07, 2009 ("Sweepstakes Period"):
 - (a). **TO ENTER:** Simply use your personal Food Lion MVP Card when you purchase any participating product of Kingsford® or Match Light® Charcoal or KC Masterpiece® Barbecue Sauce at a participating FOOD LION location during regular store hours from May 13, 2009 through July 07, 2009. Your entry is automatic. If you do not have a MVP Card you may apply for a free card at the Customer Service Area at any participating store. Neither the Clorox Company, ("Sponsor"), Food Lion Stores, Acosta Sales & Marketing, MatchPoint Marketing, Don Jagoda Associates, their respective parent companies, subsidiaries, affiliates, and the directors, officers, employees or agencies, nor any of their respective partners, (collectively, the "Sponsor Affiliates") are responsible for electronic network, scanner or computer hardware or software malfunction and/or transmission failure, loss or delayed or corrupted data transmissions, or any technical or human failures, errors or difficulties of any kind.
 - (b). **TO ENTER WITHOUT MAKING A PURCHASE.** On a plain 3 1/2" x 5" piece of paper, hand print your complete name, address, city, state, zip code, daytime and evening phone numbers and date of birth. Mail your entry in a hand addressed stamped #10 envelope to: The Food Lion Keith Urban Sweepstakes, P.O. Box 551625, Jacksonville, FL 32255-1625. Mail-in entries are limited to one entry per envelope. Each entry must be hand-printed, postmarked by July 7, 2009 and received by July 14, 2009. Sponsor is not responsible for lost, late, damaged, delayed, destroyed, misdirected, incomplete, illegible, mutilated, or postage due mail. Photocopies, mechanically reproduced, forged or altered entries and facsimiles are void. Incomplete entries are not eligible. Mail-in envelopes larger than a #10 envelope will be automatically disqualified. All entries become the property of the Sponsor and will not be returned.
2. **ELIGIBILITY:** The Sweepstakes is only open to legal U.S. residents residing in Delaware, Florida, Georgia, Maryland, Pennsylvania, Tennessee, West Virginia, Kentucky, North Carolina, South Carolina, Virginia or Washington D.C., who are 21 years of age or older as of May

13, 2009. Employees of The Clorox Company (“Sponsor”), participating Food Lion, LLC Stores, and MatchPoint Marketing, their respective parent companies, subsidiaries, affiliates, directors, officers, employees, agencies, any of their respective partners (collectively, the “Sponsor Affiliates”), and any of the members of their immediate family (defined as spouse, mother, father, in-laws, grandmother, grandfather, brother, sister, children and grandchildren) or same household of each are not eligible to participate. This Sweepstakes is void outside Delaware, Florida, Georgia, Maryland, Pennsylvania, Tennessee, West Virginia, Kentucky, North Carolina, South Carolina, Virginia or Washington D.C. and where prohibited or restricted by law.

3. **GRAND PRIZES AND APPROXIMATE RETAIL VALUE (“ARV”):** Ten (10) Grand Prizes will be awarded, each consisting of the following: Three Day (3) day / Two (2) night trip for two (2) to Nashville, TN to a Keith Urban concert. Trip includes round-trip coach-class air transportation for two (2) from the major airport closest to the Grand Prize Winner’s home to Nashville, TN, two (2) tickets to a Keith Urban Concert, deluxe Atrium king accommodation at the Gaylord Opryland Resort and Convention Center, private welcome cocktail reception, ground transportation to/from airport/hotel in arrival city, round trip handling of luggage, based upon one (1) piece of luggage and inclusive of tip, transportation to/from Keith Urban concert, \$400 in spending cash for the Grand Prize winner (awarded in the form of an American Express Gift Card). ARV of each Grand Prize is \$2,050. Trip must be taken on August 28, 2009 through August 30, 2009, and is subject to availability and confirmation of reservations. Dates are subject to change. Grand Prize winner and/or Grand Prize winner travel companion must be 21 years of age or older. The Sponsor reserves the right to substitute the prize with a prize of comparable or greater value if the prize cannot be awarded as described for any reason. If the concert is delayed, postponed or cancelled for any reason, Sponsor will award an alternate prize of equal or greater value. Grand Prize consists of only the items specifically listed herein as the prize. Total ARV of all Grand Prizes is \$20,500.
4. **RANDOM DRAWING:** The winners will be selected in a random drawing on or about July 21, 2009, from among all eligible entries received. The drawing will be conducted by MatchPoint Marketing, whose decisions are final and binding on all matters related to this Sweepstakes. Odds of winning are dependent upon the number of eligible entries received for the drawing.
5. **WINNER NOTIFICATION/VERIFICATION:** The potential Grand Prize winners will be notified by phone and/or mail. If any prize notification is

returned as undeliverable, such prize will be forfeited, and an alternate winner will be selected (time permitting). Grand Prize winners and their travel companion(s), if applicable, must travel together and must have valid travel documents (i.e., valid photo ID) prior to departure. Grand Prize winner's travel companion (or parent/legal guardian if companion is a minor) must execute a Release of Liability/Publicity Release (except where prohibited by law) prior to trip departure. Winners are responsible for any and all federal, state and local taxes. Limit one prize per person/family/household.

6. GENERAL RULES: The Sponsor reserves the right at its sole discretion to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Sweepstakes or violates the Official Rules. Entrants agree to be bound by these Official Rules and the decisions of the judges. Airline carrier's regulations and conditions apply. Trip may not be combined with any other offer and travel may not qualify for frequent flyer miles. All travel must be completed on date specified by the Sponsor or the complete prize will be forfeited in its entirety and an alternate winner will be selected. Certain additional restrictions may apply. Seat selection subject to availability and confirmations of reservations. All aspects of the prizes are nontransferable and no substitutions are allowed except at the Sponsors' sole discretion. Prizes must be used on date specified by Sponsor or prize will be forfeited; date is subject to change. In the event the concert is cancelled for reasons out of Sponsor's control, Sponsor reserves the right to substitute a prize of equal or greater value. No cash equivalent or exchange of prize is permitted (except at the Sponsor's sole discretion). The winners agree to indemnify and hold harmless and waive any and all claims of liability of any kind whatsoever against the Sponsor and/or the Sponsor Affiliates, including any accident, loss, injury or death occurring or in any way related to the prizes or use/misuse thereof or while traveling to and/or from a location to obtain or use a prize. Neither the Sponsor nor the Sponsor Affiliates make any warranty, representation or guarantee, express or implied, in fact or in law, relative to the use of the prizes including, without limitation, quality, merchantability and fitness for a particular purpose. The winners, in accepting their prizes, consent to the use of their names, addresses (city, state), photographs and likenesses for purposes of advertising, trade and promoting in any and all media on behalf of the Sponsor, without further compensation, except where prohibited by law. Sponsor reserves the right to cancel or modify the frequent shopper entry portion of the sweepstakes if fraud, misconduct or technical failures destroy the administration, security, or proper administration of the program as determined by Sponsor and/or the Independent Sweepstakes Administrator, in their discretion. If the frequent shopper entry portion is

- so cancelled, a random drawing will be conducted from among all eligible frequent shopper card and mailed entries received up to the point of cancellation. Sponsor and Sponsor Affiliates are not responsible for any incorrect data contained in any Sweepstakes entry or the records of the participating account associated with the Food Lion MVP Card. In the event of any dispute regarding the identity of a potential prize winner, a Food Lion MVP Card sweepstakes entry will be deemed submitted by the individual listed as the holder of the Food Lion MVP Card in the records of the participating account. It is solely the responsibility of the card holder to notify the participating account of any address change.
7. GOVERNING LAW & VENUE: The California Courts (State & Federal) shall have sole jurisdiction of any controversies regarding the Sweepstakes, and the laws of the state of California shall govern the same. Each Sweepstakes entrant waives any and all objections to jurisdiction and hereby irrevocably submits to the venue of those courts within the county of Alameda, California.
 8. WINNERS LIST/RULES REQUEST: To receive a Winners list/rules request, mail a self-addressed, stamped envelope by October 21, 2009, to: The Food Lion Keith Urban Sweepstakes Winners/Rules, P.O. BOX 551625, Jacksonville, FL 32255-1219.
 9. SPONSOR: The Clorox Company, 1221 Broadway, Oakland, CA 94612.
 10. ADMINISTRATOR/JUDGES: MatchPoint Marketing, Four Penn Center West, Suite 400, Pittsburgh, PA 15276.