

MVP Free* Turkey
***Shop your way to a \$20 coupon!**
September 30 – November 24, 2009
OFFICIAL RULES

ENTRY

To receive a \$20 electronic coupon (good toward any item(s) sold in Food Lion with the exception of alcohol, tobacco, gift cards, pharmacy, lottery, postage stamps and services), you must do the following:

- Shop 6 of 8 weeks.
- Present your **personal** MVP Card and FREE Turkey Card (available in the Food Lion Flyer September 30 – November 24) to the cashier to enroll into this promotion. You must be enrolled into this promotion to participate.
- Spend \$45 per visit with your **personal** MVP Card. Purchase of alcohol, tobacco, gift cards, pharmacy, lottery, postage stamps and services do not count toward the \$45 requirement.
- Check your cash register receipt after each weekly \$45 purchase to track the number of Electronic Turkey Credits you have earned!
- Earn 6 different weekly Electronic Turkey Credits (on your cash register receipt) and receive \$20 off your next shopping order electronically at the cash register. This reward will be generated electronically at the cash register. You will not receive a paper coupon.
- Redeem your \$20 electronic coupon by December 8, 2009.

Limit one \$20 electronic coupon per person, family and household. This coupon cannot be doubled or tripled. Electronic coupon good toward any items sold at Food Lion (with the exception of alcohol, tobacco, gift cards, pharmacy, lottery, postage stamps and services).

ELIGIBILITY

This offer is open only in participating Food Lion stores in Food Lion's 11 state trading area (KY, TN, GA, FL, NC, SC, WV, VA, MD, PA, DE and District of Columbia) who are 18 years or older as of September 30, 2009. This offer is void where prohibited by law and is subject to all federal, state and local laws and regulations. MVP Cards that are stolen, fraudulent, tampered with or otherwise altered, are not eligible for entry. If multiple names are associated with a card, the offer will be awarded to the primary cardholder.

DATES: **Begins.....Wednesday, September 30, 2009**
 Ends.....Tuesday, November 24, 2009
 Redeem electronic coupon by.....Tuesday, December 8, 2009

Rules: For a copy of the official rules, send a stamped, self-addressed envelope to:

MVP FREE* Turkey – Official Rules
Food Lion Marketing Department – C. McKnight/K. Spears
P.O. Box 1330
Salisbury, NC 28145-1330

MVP CARDS ARE FREE, please ask any associate for immediate sign up.