

THE P&G RIO 2016 OLYMPIC GAMES SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING

- 1. ELIGIBILITY:** The P&G Rio 2016 Olympic Games Sweepstakes ("Sweepstakes") is open only to legal residents of Delaware, Georgia, Kentucky, Maryland, North Carolina, Pennsylvania, South Carolina, Tennessee, Virginia and West Virginia who are 18 years of age or older as of date of entry. In order to be eligible for the Grand Prize, winner and traveling companion must possess a valid passport by 7/11/16, which must be valid through 11/30/16. Employees of Procter & Gamble, Food Lion, LLC, their affiliates, subsidiaries, advertising, promotion and internet agencies (collectively "Released Parties") and their immediate family members and/or those living in the same household of each are not eligible. All federal, state, and local laws and regulations apply. Void where prohibited by law.
- 2. HERE'S HOW TO ENTER:** No purchase necessary. The Sweepstakes begins 12:00:01 AM ET on 4/25/16 and ends 11:59:59 PM ET on 5/23/16 ("Promotion Period"). Becoming an MVP Cardholder will not improve your chances of winning. There are two ways to enter:

MVP Card Entry: Visit www.FoodLion.com/coupons during the Promotion Period, sign in to your My MVP Account and follow the onscreen instructions to load (1) coupon to your Food Lion MVP Card and you will be automatically entered into the Sweepstakes. It is not necessary to redeem a coupon or make a product purchase to be entered. If you do not have a Food Lion MVP Card or My MVP Account, you can sign up for a card/account online (there is no cost to sign up for a card/account). A person can use only one Food Lion MVP Card/Account to enter. Limit one MVP Card/Account entry per person throughout the duration of the Promotion Period.

Free Mail-In Entry: To enter without becoming an MVP Cardholder or making a purchase, on a plain piece of 3"x5" paper hand print your first and last name, street address (no P.O. Boxes), city, state, zip, date of birth (mm/yyyy) and (optional) e-mail address. Mail your entry in an envelope no larger than #10 (business-size envelope) with first-class postage affixed, to: P&G Rio 2016 Olympic Games Sweepstakes Entries, Dept. F, P.O. Box 5703, Blair, NE 68009-5703. Limit one entry per outer-mailing envelope. Entries must be received by 5/31/16. No mechanically reproduced entries permitted. Not responsible for lost, illegible, mutilated, misdirected, postage-due or late entries.
- 3. RANDOM DRAWING:** A random drawing will be conducted on or about 6/1/16 from among all eligible entries received. Random drawing will be conducted by D.L. Blair, Inc., an independent judging organization, whose decisions are final. Odds of winning will depend upon the number of eligible entries received.
- 4. PRIZES: (1) Grand Prize:** A trip for winner and one (1) guest to the Rio 2016 Olympic Games in Rio de Janeiro, Brazil from 8/15/16 to 8/19/16. Prize includes round-trip coach air transportation from the major airport nearest winner's home, 4 nights of hotel accommodations (1 room/double occupancy), daily breakfast, tickets for both winner and guest to 5 events (exact events, dates, times, and locations to be determined by Sponsor, in

its sole discretion), specified sightseeing excursion, single entry pass (for winner and guest) to CoSport's Hospitality Center, ground transportation to/from airport/hotel and hotel/select events. Winner will also receive a \$1,000 Citibank Visa® Prepaid Card. (Approximate Retail Value: \$24,750). Winner and guest are solely responsible for all other expenses not specifically set forth herein, including but not limited to additional meals, gratuities, baggage fees, additional transportation, souvenirs, upgraded room accommodations and other incidentals and items of a personal nature. Sponsor is not responsible for lost, mutilated or stolen travel documents or event tickets. Actual retail value of the prize will depend on winner's point of departure/return. Winner and guest must travel on same itinerary. Any difference between stated value and actual value will not be awarded. Event tickets are subject to certain terms and conditions as specified thereon. Winner and guest must comply with all venue rules and regulations; failure to do so may result in forfeiture of such portion of prize. Sponsor is not responsible for postponement or cancellation of an event or issues arising from event venue operation and management. In the event one or more of the events is cancelled or postponed for any reason, Sponsor will have no obligation to award compensation in lieu thereof but the remainder of the trip will be awarded. Travel must be made through Sponsor's agent, on a carrier of Sponsor's choice. CoSport, the Official Provider of Hospitality for the Rio 2016 Olympic Games, is in charge of fulfillment of the Grand Prize and winner must comply with the CoSport Terms and Conditions (www.cosport.com). **(200) First Prizes:** A \$50 Citibank Visa® Prepaid Card.

Prizes consist of only those items specifically listed as part of the prizes. Limit one prize per person or household. Citibank Visa® Prepaid Cards expire 12 months from issuance; card terms and conditions apply. Cards are issued by Citibank, N.A. pursuant to a license from Visa U.S.A. Inc. and managed by Citi Prepaid Services. Cards will not have cash access and can be used everywhere Visa debit cards are accepted.

GENERAL RULES: Potential Grand Prize winner will be notified via email/overnight delivery and will be required to complete and return an Affidavit of Eligibility, Release of Liability, Prize Acceptance Form and, if legally permissible, a Publicity Release within 7 days (including Saturdays, Sundays and Holidays) of attempted delivery of same. Noncompliance within this time period or return of any prize/prize notification as undeliverable will result in disqualification without further notice and an alternate winner may be selected, time permitting. A maximum of three (3) alternate winners will be selected and contacted to attempt to award a prize after which if a winner cannot be verified, the prize will be unawarded. Grand Prize winner's traveling companion must also complete and return a Release of Liability within 7 days (including Saturdays, Sundays and Holidays) of winner's attempted notification. If a minor is selected as a traveling companion, winner must be his/her parent/legal guardian and will be required to sign documents on minor's behalf. All travelers must possess any additional required travel documents (e.g. visa) prior to departure. All travelers must agree to depart and return on dates specified by the Sponsor; dates of departure and return are subject to change. Travel is subject to availability and certain blackout dates may apply. First Prize winners will be notified by mail. No substitution or transfer of prize by winner permitted. Sponsor reserves the right to substitute prize of equal or greater value. All applicable federal, state and local taxes on prize and any expenses relating to the acceptance/use of prize not specified herein are the sole responsibility of winner. In no event will more than the stated number of prizes be awarded. If an entrant submits more than the stated number of entries permitted, and/or if the Sponsor suspects that an entrant attempted to obtain additional entries by using multiple email addresses, registrations, identities or any other method, all entries submitted by the entrant may be declared null and void. Entrants/winners agree to release, discharge and hold harmless Released Parties and the United States Olympic Committee ("USOC") from and

against any and all liability (including damages caused or claimed to be caused) arising out of participation and/or acceptance/use of prize, and agree to be bound by the Official Rules and the judges' decisions, which are final. Acceptance of prize constitutes permission for the Sponsor and its agencies to use winners' names and/or likenesses for purposes of advertising and trade without further compensation, including a winners list, unless prohibited by law. Claims may not be resolved through any form of class action. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any sweepstakes materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control. All material submitted becomes the sole property of Sponsor and will not be returned. Sponsor not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of the prizes.

5. NOTICE: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. Not responsible for faulty, incorrect, undeliverable or mistranscribed phone/e-mail transmissions, incorrect announcements of any kind, technical hardware or software failures of any kind including any injury or damage to any person's computer related to or resulting from participating in or experiencing any materials in connection with the promotion, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmission that may limit a user's ability to participate in the promotion. Sponsor assumes no responsibility for undeliverable e-mails resulting from any form of active or passive e-mail filtering by a user's Internet service provider and/or e-mail client or for insufficient space in user's e-mail account to receive e-mail. Sponsor reserves the right to cancel or modify the promotion if fraud, misconduct or technical failures destroy the integrity of the program; or if a computer virus, bug, or other technical problem corrupts the administration or security of the program as determined by Sponsor/judging agency/administrator, in their sole discretion. In the event of termination, a notice will be posted online and the drawing for all remaining prizes will be conducted from among all eligible automatic entries received prior to termination and all eligible mailed entries received. In the event a potential winner entered via a Food Lion MVP Card and a dispute arises regarding the specific individual entitled to receive the prize, entry made via Food Lion MVP Card will be declared to be made by the authorized account holder who must meet all eligibility requirements. "Authorized account holder" is defined as the natural person whose name appears on the Food Lion MVP Card account associated with the potential winning entry. Participant may be requested to provide Sponsor with proof that the participant is the authorized account holder of the Food Lion MVP Card associated with the account. Any damage made to the Web Site by an entrant will be the responsibility of the entrant and/or the authorized e-mail account holder of the e-mail address submitted at the time of entry. Proof of submitting entries will not be deemed to be proof of receipt by Sponsor. Any entries which are suspected of being fraudulent (including those using robotic, automatic, programmed or similar methods of participation) will be disqualified, based on determinations made solely by Sponsor. Sponsor reserves the right to prohibit the participation of an individual/account holder if fraud or tampering is suspected or if the individual/account holder fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules. Consumer data will be used for Sweepstakes and prize fulfillment purposes only.

6. **WINNERS:** To receive a list of the prize winners, send an email to winners.list.request@dblairsweeps.com with WINNERS 8853 as the subject line. Requests must be received by 6/17/16. Winners list will be sent after all winners have been verified.
7. **SPONSOR:** The Procter & Gamble Distributing LLC, One P&G Plaza, Cincinnati, OH 45202.
8. **ADMINISTRATOR:** D.L. Blair, Inc., 400 Post Avenue, Westbury, NY 11590.