

Official Sobeys WHL Sweepstakes Contest Rules (“Official Rules”)

The “Sobeys WHL Sweepstakes Contest” (the “Contest”) is offered by Sobeys West, a division of Sobeys Capital Inc. (Sobeys”), the Manitoba Moose hockey team and the Western Hockey League (“WHL”) at approximately 98 participating Sobeys stores in Alberta, Saskatchewan, and Manitoba. Sobeys, the Manitoba Moose hockey team and the WHL hereinafter will be referred to as the “Contest Sponsors”.

Participation in the Contest constitutes the entrant’s (“you” or “your”) full and unconditional agreement and acceptance of these Official Rules including the decisions of Contest Sponsors, which are final on all matters relating to the Contest.

1. Basic Information: No purchase is necessary to enter to win. Once entered in the Contest, you are eligible to win the Prizes as described in Rule 5, below. Any questions, concerns or comments regarding the Contest can be sent to contestmaster@SobeysHomeGame.com or by prepaid mail sent to “Sobeys WHL Sweepstakes, P.O. Box 3009, M.I.P., Markham, ON, L3R 6G4”.

2. Contest Dates: The Contest begins at the start of business on September 27, 2008 (the “Contest Start Date”) and ends at the close of business on March 7, 2009 (the “Contest End Date”). The period between the Contest Start Date and Contest End Date is known as the “Contest Period”.

3. Who Can Enter: The Contest is open to all legal residents of Canada, (residents of the Province of Quebec, excepted) who have reached the age of majority in their province or territory of residence as of the Contest Start date. Employees of Contest Sponsors, their franchisees, affiliates and agents, participating prize sponsors, contractors and immediate family members (defined as parents, children, siblings, and spouse) of each employee, together with those persons with whom such employees are domiciled, are not eligible to enter or win prizes.

4. How to Enter: To enter, complete the ballot entry forms found on the Sobeys WHL Sweepstakes front entrance display, at the Customer Service Desk or at the checkouts at any participating Sobeys location (see participating store list and applicable Hockey Teams in Rule 7, below) and deposit before the Contest End Date in the ballot box provided. Ballot entry forms must include proof of purchase (12 digit UPC code or copy of register receipt) of Sobeys WHL Sweepstakes Advertised Featured Product of the Week and must be attached to your ballot entry to be eligible. Featured Products of the Week are identified in each week’s Sobeys flyer and in participating stores at the cash registers, at the Customer Service Desk and by shelf signs where the Featured Product can be found in the stores. For no purchase ballot entry, send your request in a postage paid return envelope to “Sobeys WHL Sweepstakes Contest, P.O. Box 3009, M.I.P., Markham, ON, L3R 6G4”. Allow minimum two (2) weeks for no purchase ballot entries to be included in weekly drawings. You must indicate your preferred local Sobeys store for no purchase ballot entries and all no purchase ballot entries must be post marked not later than March 1, 2009 and received before March 10, 2009. Limit one no-purchase necessary entry per customer or household, per week.

5. Prize Details:

(a) GRAND PRIZE: One (1) Grand Prize of Free Groceries for a Year will be awarded. Prize consists of Five thousand, two hundred dollars (\$5,200.00) in Sobeys Gift Cards.

(b) SECOND PRIZES:

(i) For entries received at **Participating Stores in the Manitoba Moose Contest** only (see definition in Rule 7, below), fourteen (14) Second Prizes will be awarded consisting of an authentic Manitoba Moose hockey jersey (Approximate Retail Value (“ARV”) of each jersey is \$108.00)

(ii) For entries received at all other participating stores - One (1) Second Prize will be awarded consisting of an expense paid trip for four (4) persons to one of the 2009 MasterCard Memorial Cup Playoff final games in Rimouski, QC., and includes airfare, hotel accommodation for two (2) nights, double occupancy, Playoff Game tickets and one thousand dollars (\$1,000.00) spending money for food and incidentals. Approximate and maximum retail value of prize is seven thousand, five hundred dollars (\$7,500.00). **RESTRICTIONS:** All travel arrangements will be determined by Contest Sponsor and/or its designated agent(s). Reservations must be made thirty (30) days in advance of travel. Winners and travel companions must depart from and return to same major airport, closest to winner’s participating Sobeys store. Prize does not include cost of transportation or any other expenses incurred either prior to departure from or subsequent to return to departing airport (except as provided herein). Airline travel is subject to selected airline’s rules and restrictions. Certain blackout dates may apply. Flight seating and hotel accommodations are subject to availability at time of booking. Transfers, taxes, airport fees, gratuities and all other expenses not specified herein, are the responsibility of the winner. Prize is nontransferable and no cash substitution, in part or in whole, is allowed except by Sponsor who may substitute a prize of equal or greater value should the advertised prize become unavailable. No compensation is offered for any portion of the prize not utilized; any portion of the prize not utilized and its corresponding value will be forfeited. Each trip must be taken to coincide with 2009 MasterCard Memorial Cup Playoffs, (schedule to be announced) or will be forfeited in its entirety. No exceptions. This expiration date will not be extended and these trips can only be used in conjunction with this promotion. Grand Prize and Second Prizes will be awarded at store location closest to the winner’s address or as specified by Contest sponsors.

(c) SOBEYS FAMILY ZONE GAME PRIZES:

(i) For entries received at **Participating Stores in the Manitoba Moose Contest**, there are two (2) Sobeys Family Zone Game Prizes each consisting of sixteen (16) Manitoba Moose home game tickets (ARV is \$42.50 for each ticket). A total of 32 Manitoba Moose home game tickets will be awarded.

(ii) For entries received at all other participating stores, with the exception of stores in the Medicine Hat Tigers market area, there is one (1) Sobeys Family Zone Game Prize drawn each week, commencing Saturday, October 11, 2008 and continuing through Saturday, March 7, 2009. See schedule below. Each Sobeys Family Zone Game Prize consists of sixteen (16) WHL Sobeys Family Zone game tickets, (average ARV \$18.00 each ticket). For the stores in the Red Deer Rebels market area, there will be two (2) tickets awarded every week, due to ticket availability. A total of three hundred and sixty-four (364) WHL Family Zone Game tickets will be awarded. Note: winners who are selected from ballots received at the **Blairmore Sobeys, Blairmore AB, Fort McMurray Sobeys, Fort McMurray AB, Thickwood Sobeys, Fort McMurray, AB, Golden Sobeys, Golden, BC, Invermere Sobeys, Invermere, BC or Red Lake Sobeys, Red Lake, ON** may elect to exchange their hockey tickets for a Twenty Dollar (\$20.00) Sobeys Gift Card. Except as noted; prizes must be accepted as awarded, with no substitutions. For every Sobeys Family Zone Game Prize awarded, with the exception of stores in the Medicine Hat Tigers market area, the winner will also receive a Sobeys Family Zone Gift Bag, approximate minimum retail value - \$25.00 each. Medicine Hat Family Zone Gift Bag will be drawn for on December 13, 2008, and on Saturday, March 7, 2009 - see schedule below. Contents may vary for each game.

For all Sobeys Family Zone Game Prizes, note that dates of games will vary. Visit participating stores to determine the applicable game and game dates or see the schedule below. Some teams may have more than one participating store offering ticket prizes and in that event, all eligible entries received will be combined for the drawings. (See participating store list and applicable Sobeys Family Zone Game Prizes in Rule 7, below). Ticket prizes do not include transportation to or from the games. All taxes, and all other expenses not specified herein, are the responsibility of the winner. Prize is non-transferable and no cash substitute, in part or in whole, is allowed. No compensation is offered for any portion of the prize not utilized and any portion of the prize not utilized and the corresponding value will be forfeited. Ticket winners will be required to pick up their winning tickets at their participating Sobeys store.

(d) SOBEYS FAMILY ZONE GAME GIFT BOX:

(i) For entries received at all participating stores, there will be one (1) monthly Sobeys Zone Game Gift Box prize awarded in every store, approximate retail value, \$50.00. Contents may vary for each store. There will be a total of five hundred and eight-eight (588) Sobeys Family Zone Game Gift Boxes awarded. The first drawing will take place at the close of business, on Saturday, October 25, 2008 and will continue on the last Saturday of each month through March 29, 2009.

Drawing Dates and Game Schedules for Tickets and Sobeys Family Zone Gift Bags

Market / Team	Opposition	Drawing Date	Game Date	Tickets	Gift Bags
Moose Jaw Warriors	Prince Albert	Saturday, October 11, 2008	Friday, November 07, 2008	16	
Medicine Hat Tigers	Calgary	Saturday, October 11, 2008	Saturday, October 25, 2008	2	
Prince Albert Raiders	Red Deer	Saturday, October 18, 2008	Saturday, November 01, 2008	16	1
Medicine Hat Tigers	Lethbridge	Saturday, October 18, 2008	Monday, November 10, 2008	2	
Regina Pats	Swift Current	Saturday, October 25, 2008	Saturday, November 08, 2008	16	1
Medicine Hat Tigers	Edmonton	Saturday, October 25, 2008	Wednesday, November 12, 2008	2	
Red Deer Rebels	Edmonton	Saturday, November 01, 2008	Tuesday, December 16, 2008	16	1
Medicine Hat Tigers	Red Deer	Saturday, November 01, 2008	Sunday, November 16, 2008	2	
Calgary Hitmen	Prince Albert	Saturday, November 08, 2008	Friday, November 21, 2008	16	1
Medicine Hat Tigers	Regina	Saturday, November 08, 2008	Saturday, November 22, 2008	2	
Brandon Wheat Kings	Medicine Hat	Saturday, November 15, 2008	Saturday, December 06, 2008	16	1
Medicine Hat Tigers	Brandon	Saturday, November 15, 2008	Saturday, November 29, 2008	2	
Edmonton Oil Kings	Lethbridge	Saturday, November 22, 2008	Saturday, December 06, 2008	16	1
Medicine Hat Tigers	Lethbridge	Saturday, November 22, 2008	Monday, December 08, 2008	2	
Manitoba Moose	Quad City	Saturday, November 29, 2008	Saturday, December 20, 2008	16	1
Medicine Hat Tigers	Lethbridge	Saturday, November 29, 2008	Monday, December 08, 2008	2	
Medicine Hat Tigers	Swift Current	Saturday, December 06, 2008	Saturday, December 27, 2008	2	1
Lethbridge Hurricanes	Edmonton	Saturday, December 13, 2008	Sunday, December 28, 2008	16	1
Medicine Hat Tigers	Swift Current	Saturday, December 13, 2008	Saturday, January 10, 2009	2	
Saskatoon Blades	Regina	Saturday, December 20, 2008	Tuesday, December 30, 2008	16	1
Medicine Hat Tigers	Saskatoon	Saturday, December 20, 2008	Friday, January 16, 2009	2	

Drawing Dates and Game Schedules for Tickets and Sobeys Family Zone Gift Bags ...continued

Market / Team	Opposition	Drawing Date	Game Date	Tickets	Gift Bags
Prince Albert Raiders Medicine Hat Tigers	Brandon Red Deer	Saturday, December 27, 2008 Saturday, December 27, 2008	Friday, February 13, 2009 Sunday, January 18, 2009	16 2	1
Manitoba Moose Medicine Hat Tigers	Rockford Chilliwack	Saturday, January 03, 2009 Saturday, January 03, 2009	Friday, January 30, 2009 Tuesday, January 20, 2009	16 2	1
Edmonton Oil Kings Medicine Hat Tigers	Regina Prince George	Saturday, January 10, 2009 Saturday, January 10, 2009	Saturday, January 31, 2009 Saturday, January 24, 2009	16 2	1
Regina Pats Medicine Hat Tigers	Edmonton Calgary	Saturday, January 17, 2009 Saturday, January 17, 2009	Friday, February 06, 2009 Thursday, February 05, 2009	16 2	1
Saskatoon Blades Medicine Hat Tigers	Swift Current Saskatoon	Saturday, January 24, 2009 Saturday, January 24, 2009	Sunday, February 08, 2009 Friday, February 13, 2009	16 2	1
Brandon Wheat Kings Medicine Hat Tigers	Calgary Kamloops	Saturday, January 31, 2009 Saturday, January 31, 2009	Friday, February 13, 2009 Saturday, February 14, 2009	16 2	1
Calgary Hitmen Medicine Hat Tigers	Red Deer Brandon	Saturday, February 07, 2009 Saturday, February 07, 2009	Friday, February 20, 2009 Wednesday, February 18, 2009	16 2	1
Red Deer Rebels Medicine Hat Tigers	Prince Albert Prince Albert	Saturday, February 14, 2009 Saturday, February 14, 2009	Saturday, February 28, 2009 Friday, February 27, 2009	16 2	1
Moose Jaw Warriors Medicine Hat Tigers	Regina Moose Jaw	Saturday, February 21, 2009 Saturday, February 21, 2009	Sunday, March 08, 2009 Tuesday, March 03, 2009	16 2	1
Lethbridge Hurricanes Medicine Hat Tigers	Calgary Kootney	Saturday, February 28, 2009 Saturday, February 28, 2009	Sunday, March 15, 2009 Saturday, March 07, 2009	16 2	1
Medicine Hat Tigers	Calgary	Saturday, March 07, 2009	Friday, March 14, 2008	2	1

6. Selection of Winners: For all prizes except Sobeys Zone Game Gift Box prizes, one store will be randomly drawn from amongst all of the participating stores applicable to that prize by the Sobeys-appointed contest administrators at their offices in Richmond Hill, ON. Once selected, the store will then be advised and the Store Manager or designate will make the random prize drawing from the eligible ballots received by that store prior, as detailed below. An entrant may win only one Grand Prize or Second Prize during the Contest Period.

(a) Sobeys Zone Game Gift Boxes: Every store will conduct random drawings to award the monthly prizes from all eligible entries received up to the close of business on each Friday prior to the drawing dates. Monthly drawings will continue each Saturday thereafter for all ballots received Saturday through Friday the week prior.

(b) Second Prizes: All eligible, non-winning entries received up to the close of business on December 16, 2007 will be combined, and a random drawing will be held on December 20, 2008 to select the Second Prize winner.

(c) Grand Prize: All eligible, non-winning entries received during the Contest Period will be combined, and a random drawing will be held on March 28, 2009 to select the Grand Prize winner.

For all drawings: All non-winning ballots will be combined and will be eligible for each subsequent drawing.

7. Participating Store List and applicable Sobeys Family Zone Market Areas:

FOR BRANDON WHEAT KINGS:

Brandon South Sobeys	1645b - 18 Street	Brandon	MB
Portage La Prairie Sobeys	2100 Saskatchewan Avenue	Portage La Prairie	MB
West End Sobeys	3409 Victoria Avenue	Brandon	MB

FOR PRINCE ALBERT RAIDERS:

Prince Albert Sobeys	250 Cornerstone, 800 - 15 Street East	Prince Albert	SK
----------------------	---------------------------------------	---------------	----

FOR CALGARY HITMEN:

Blairmore Sobeys	11001 - 20 Ave. - Crowsnest Mall	Blairmore	AB
Bridlewood Sobeys	#100, 2335 - 162 Avenue Sw	Calgary	AB
Canmore Sobeys	#2, 950 Railway Avenue	Canmore	AB
Claresholm Sobeys	#4920 - 1 Street West	Claresholm	AB
Country Hills Sobeys	#200, 500 Country Hills Blvd. Ne	Calgary	AB

FOR CALGARY HITMEN: ...continued

Deer Point Sobeys	14939 Deer Ridge Drive Se	Calgary	AB
Douglas Square Sobeys	#128, 11520 - 24 Street Se	Calgary	AB
Fairmount Sobeys	9919 Fairmount Drive	Calgary	AB
Forest Lawn Sobeys	#5115 – 17 Avenue Se	Calgary	AB
Golden Sobeys	624 – 9 Avenue North	Golden	BC
High River Sobeys	98 Centre Street Se	High River	AB
Invermere Sobeys	750 4 Street	Invermere	BC
Lakeview Sobeys	6449 Crowchild Trail, Sw	Calgary	AB
London Town Sobeys	#800, 3545 - 32 Avenue Ne	Calgary	AB
Mckenzie Towne Sobeys	#20 Mckenzie Towne Avenue Se	Calgary	AB
Millrise Plaza Sobeys	#2000, 150 Milrise Blvd	Calgary	AB
Okotoks Sobeys	#700 Cornerstone, 201 Southridge Drive	Okotoks	AB
Olds Sobeys	#300, 6700 – 46 STreet	Olds	AB
Riverbend Sobeys	#100, 8338 - 18 Street Se	Calgary	AB
Royal Oak Sobeys	#125, 8888 Country Hills Blvd. Nw	Calgary	AB
Strathcona Square Sobeys	#300, 555 Strathcona Blvd. Sw	Calgary	AB
Strathmore Sobeys	#101, 100 Ranch Market	Strathmore	AB
Sundre Sobeys	557 Main Avenue	Sundre	AB
Tuscany Sobeys	#2020, 11300 Tuscany Blvd Nw	Calgary	AB

FOR EDMONTON OIL KINGS:

Beaumaris Sobeys	15367 Castledowns Road	Edmonton	AB
Belmont Town Centre Sobeys	13504 Victoria Trail	Edmonton	AB
Beverly Sobeys	3425 – 118th Avenue	Edmonton	AB
Bonnyville Sobeys	4501 - 50 Avenue	Bonnyville	AB
Camrose Sobeys	4820 – 66 Street	Camrose	AB
Cold Lake Sobeys	6403 - 51 Street	Cold Lake	AB
College Plaza	2100 – 8215 – 112 St.	Edmonton	AB
Fort McMurray Sobeys	500 – 8600 Franklin Avenue	Fort McMurray	AB
Fort St. John Sobeys	9420 – 93 Avenue	Fort St. John	BC
Goldbar Sobeys	5036 – 106 Avenue	Edmonton	AB
HAWkstone Sobeys	18370 Lessard Road	Edmonton	AB
Heritage Sobeys	2011 - 111 Street	Edmonton	AB
Lakeland Ridge Sobeys	100 Lakeland Ridge, 590 Baseline Road	Sherwood Park	AB
Leduc Sobeys	5421 - 50 Street	Leduc	AB
Mainstreet Sobeys	6440 - 28 Avenue	Edmonton	AB
Meadowbrook Sobeys	3819 - 34 Street	Edmonton	AB
Mill Woods Common Sobeys	5011 - 23 Avenue	Edmonton	AB
Morinville Sobeys	10003 - 100 Street	Morinville	AB
Namao Sobeys	9611 - 167 Avenue	Edmonton	AB
Nottingham Sobeys	688 Wye Road	Sherwood Park	AB
Pleasantview Sobeys	11080 - 51 Avenue	Edmonton	AB
Rosslyn Sobeys	10105 – 137 Avenue	Edmonton	AB
Slave Lake Sobeys	701 Cornerstone, 1500 Mainstreet	Slave Lake	AB
Southbrook	1109 James Mowatt Trail	Edmonton	AB
St. Albert Sobeys	392 St. Albert Road, Mission Hill Plaza	St. Albert	AB
St. Paul Sobeys	3937 – 50 Avenue	St. Paul	AB
Station Square Sobeys	10004 - 99 Avenue	Fort Saskatchewan	AB
Terwillegar Sobeys	2430 Rabbit Hill Road	Edmonton	AB
Thickwood Sobeys	210 Thickwood Boulevard	Fort McMurray	AB
Westlock Sobeys	9943 - 100 Street	Westlock	AB

FOR RED DEER REBELS:

Eastview Sobeys	3839 – 40 Avenue	Red Deer	AB
Gaetz South Sobeys	511 – 22 Street	Red Deer	AB
LacoMBe Sobeys	5115 – 48 Street	LacoMBe	AB
Rocky Mountain House Sobeys	4419 - 52 Avenue	Rocky Mtn House	AB
Stettler Sobeys	4607 - 50 Street	Stettler	AB
Sylvan Lake	900, 3715 – 47 Avenue	Sylvan Lake	AB
Village Mall Sobeys	#200, 6380 - 50 Avenue	Red Deer	AB
Wetaskiwin Sobeys	4703 - 50 Street	Wetaskiwin	AB

FOR REGINA PATS TICKETS:

Albert Street Sobeys	4250 Albert Street	Regina	SK
Estevan Sobeys	440 King Street	Estevan	SK
Lakeshore Sobeys	1380 – 23 Avenue	Regina	SK

FOR REGINA PATS TICKETS: ...continued

Parkland Sobeys	Unit 31, 277 Broadway E	Yorkton	SK
Rochdale Sobeys	4101 Rochdale Blvd	Regina	SK
University Park Sobeys	2231 E. Quance Street	Regina	SK

FOR SASKATOON BLADES TICKETS:

College Park Sobeys	3907 - 8th Street E	Saskatoon	SK
Lloydminster Sobeys	4227 - 75 Avenue	Lloydminster	AB
North Battleford Sobeys	9801 Territorial Drive	North Battleford	SK
Preston Crossing Sobeys	1739 Preston Avenue N	Saskatoon	SK
Varsity Common Sobeys	1550 - 8 Street East	Saskatoon	SK

FOR LETHBRIDGE HURRICANES TICKETS:

Pincher Creek Sobeys	819 Main Street	Pincher Creek	AB
Scenic Square Sobeys	2920 - 26 Avenue South	Lethbridge	AB
Uplands Sobeys	327 Bluefox Blvd. N.	Lethbridge	AB

FOR MEDICINE HAT TIGERS TICKETS:

Cornerstone Sobeys	1960 Strachan Road SE	Medicine Hat	AB
--------------------	-----------------------	--------------	----

FOR MOOSE JAW WARRIORS TICKETS:

Moose Jaw Sobeys	769 Thatcher Drive East	Moose Jaw	SK
------------------	-------------------------	-----------	----

FOR MANITOBA MOOSE TICKETS:

Birds Hill Sobeys	3156 Birds Hill Road	East St. Paul	MB
Burrows Sobeys	1870 Burrows Ave	Winnipeg	MB
Cavalier Sobeys	839 Cavalier Drive	Winnipeg	MB
Gimli Sobeys	94 - 7 Avenue	Gimli	MB
Grant Park Sobeys	1150 Taylor Avenue	Winnipeg	MB
Kenaston Sobeys	1660 Kenaston Blvd.	Winnipeg	MB
Northdale Sobeys	965 Henderson Highway	Winnipeg	MB
Reenders Square Sobeys	#7 Reenders Drive	Winnipeg	MB
Red Lake Sobeys	Highway 105 & Discovery Road	Red Lake	ON
Rivergrove Sobeys	2575 Main Street	Winnipeg	MB
St. Anne's Sobeys	1939 Bishop Grandin Blvd.	Winnipeg	MB
St. Vital Sobeys	1500 Dakota Street	Winnipeg	MB
Steinbach Sobeys	Unit 1-178, Pth 12 North	Steinbach	MB
Unicity Sobeys	3635 Portage Avenue	Winnipeg	MB

8. Notification and Redemption: If you have been drawn as a selected winner for the Grand Prize or for the Second Prize, the Contest Sponsors will notify you via mail or phone. If the selected entrant cannot be reached within seven (7) days of an email being sent or telephone call being made to him/her, the selected entrant will be deemed to have forfeited the prize in question. You must provide proof of identity (Drivers License, Passport, Health Card, or any other government issued photo I.D.) within seven (7) days of notification, or the prize will be forfeited. Proof must be provided either in person or via facsimile or courier. For Sobeys Family Zone Ticket Prizes, winners will be notified by phone and will have to pick up the tickets a minimum of forty-eight (48) hours prior to the game, or the prize will be forfeited. Prior to awarding of any Prize, winner must sign and return, within forty-eight (48) hours, the Contest's Declaration and Release form confirming his/her compliance with these Official Rules, and releasing the Contest Sponsors, and their respective affiliates, subsidiaries, directors, officers, employees, agents and advertising and promotional agencies from and against any and all liability arising from the acceptance and use of any prize. Winners will also have to correctly answer, unaided, a mathematical skill testing question. All Prizes will be shipped to winner's closest participating Sobeys store and winners will be required to sign a proof of delivery. If the selected entrant fails to provide proof of identity, is found to have violated the rules of the Contest in any way, the selected entrant will be deemed to have forfeited the prize in question. Contest Sponsors will hold a draw for a new selected entrant and the first selected entrant will be ineligible to claim the prize.

9. Chances of Winning: Chances of winning any Prize depends on the total number of eligible entries received at the time of each Contest Drawing.

10. Privacy: Contest Sponsors will be collecting personal data about you for the administration of the Contest and for purposes of market research. You may specifically request to be completely removed from participation in the Contest. See the 'Winner's List' section below. No such personal data will be transferred or sold to any third party except in the following circumstances:

- a) when you give us permission to do so;
- b) when in good faith we believe the law requires it;

- c) under limited circumstances specifically described to you when we collect the information, such as in the rules of contests, sweepstakes or other promotions;
- e) to affiliated companies, provided that our affiliated companies and their agents and advisors and their respective employees are restricted from using the information for any other purpose other than as described in these Official Rules; and
- f) to our respective agents for data processing purposes, our respective professional advisors and promotional and marketing agencies, provided that such agents, professional advisors and promotional and marketing agencies are restricted from using the information for any purpose other than as described in these Official Rules.

11. Contest Sponsors may match aggregated, statistical use information to parameters established by third parties, without releasing user information. This information will not contain any personally identifiable information. Contest Sponsors may share aggregate information with trading partners, co-branded sites, participating sponsors and advertisers; however, this aggregated information will not contain personally identifiable information. Any requests for access to the information you have supplied, or to update or rectify your information must be made by prepaid mail sent to "Sobeys WHL Sweepstakes Contest, P.O. Box 3009, M.I.P., Markham, ON, L3R 6G4".¹² **Publicity:** Acceptance of a prize constitutes permission for Contest Sponsors to use the winner's name, likeness, voice and comments for advertising and promotional purposes in any media without additional compensation unless prohibited by law. The name of the prizewinners may be published in Sobeys weekly flyer, on the Sobeys and WHL web sites within 30 days of the prize being awarded.

13. Restrictions: The following are prohibited and will result in automatic disqualification from the Contest: (1) submitting ballots at participating stores without proof of purchase of Featured Product of the Week; (2) using any method that artificially increases odds of winning; (3) non-compliance with these Official Rules; and (4) any other act which the Contest Sponsors determine in their sole discretion, jeopardizes the integrity of the Contest.

14. Winners List: The names of the winners and a copy of the complete Official Rules are available by sending a self addressed, pre-stamped envelope with your request to "Sobeys WHL Sweepstakes Contest, P.O. Box 3009, M.I.P., Markham, ON, L3R 6G4". By entering the contest, you grant Contest Sponsors permission to send contest updates and winner notification, specials or promotions and/or newsletters/updates to you.

15. General Terms and Conditions: This Contest is void where prohibited by law and is subject to all applicable federal, provincial, and municipal laws. The Contest Sponsors reserve the right to revise these Official Rules, terminate or withdraw the Contest at any time, without prior notice. Unless otherwise noted, all taxes, fees and all other expenses and surcharges on prizes are the sole responsibility of the prizewinner. The Contest Sponsors make no representations or warranties regarding any awarded prize. By participating in the Contest, each participant agrees to release and hold the Contest Sponsors and each of their respective franchisees, employees, officers, directors, shareholders, agents, their parent companies, affiliates, subsidiaries, advertising, promotion, fulfillment agencies and legal advisors (collectively the "Released Parties"), harmless from any and all losses, damages, rights, claims and actions of any kind in connection with the Contest or resulting from acceptance, possession, or use of any prize, including without limitation, any loss, personal injury, death, property damage, and claims based on publicity rights, defamation, or invasion of privacy.

All entries become the property of Contest Sponsors. "Released Parties" are not responsible for any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from an entrant's participation in the Contest or from downloading any material from the Contest Sponsors' Servers or from any other Internet web site, regardless of whether the material was prepared by Contest Sponsors, or a third party.

CONTEST SPONSORS RESERVE THE RIGHT TO CANCEL OR MODIFY THE CONTEST IF FRAUD, TECHNICAL FAILURES INCLUDING ANY PRINTING, NETWORK, SERVER OR HARDWARE FAILURE OR ANY OTHER FACTOR BEYOND THE CONTEST SPONSORS' REASONABLE CONTROL IMPAIRS THE INTEGRITY OF THE CONTEST AS DETERMINED BY THE CONTEST SPONSORS IN THEIR SOLE DISCRETION. IN THE EVENT OF SUCH IMPAIRMENT, CONTEST SPONSORS RESERVE THE RIGHT BUT HAVE NO OBLIGATION TO SELECT WINNER AT RANDOM FROM ALL REGISTERED ENTRANTS AT THE TIME OF SUCH IMPAIRMENT, AS DETERMINED BY CONTEST SPONSORS IN THEIR SOLE DISCRETION.

The Released Parties are not responsible for any technical, hardware, software or telephone failures of any kind, lost or unavailable network connections, or failed, incomplete, garbled or deleted computer or network transmissions or entries that are stolen, misdirected, lost, late, damaged, or ineligible, which may limit your ability to participate in the contest.

Prize must be accepted as awarded and is not transferable to cash. The Contest Sponsors reserve the right to make prize substitution of equivalent kind and value.

Total approximate value all prizes - \$50,006.00 plus applicable taxes.