

PEPSI® ULTIMATE GROCERY GIVEAWAY SWEEPSTAKES AT HARVEYS OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. VOID WHERE PROHIBITED OR RESTRICTED.

SWEEPSTAKES IS OPEN ONLY TO LEGAL U.S. RESIDENTS OF FLORIDA GEORGIA & SOUTH CAROLINA WHO ARE 18 YEARS OF AGE OR OLDER AT TIME OF ENTRY. SWEEPSTAKES BEGINS JANUARY 4, 2012 AND ENDS FEBRUARY 5, 2012.

1. **HOW TO ENTER:** No Purchase Necessary. There are two ways to enter. Beginning at 12:00:01 a.m. EST on January 4, 2012, you will be automatically entered for a chance to win when you purchase one product from Pepsi and one Frito-Lay product in one purchase transaction when you use your Harveys Personal Rewards Key. Sponsor assumes no responsibility for technical, electronic, hardware, software, network, computer or data transmission errors, malfunctions or difficulties of any kind. All automatic entries must be completed on February 5, 2012, to be eligible for the drawing. To enter via the free mail in method, without purchase, Entrant must hand print his/her complete name, address, city, state, postal code, day-time phone number and date of birth on a 3" x 5" card or piece of paper and mail to: Pepsi Ultimate Grocery Giveaway Sweepstakes at Harveys, PO Box 941459, Maitland, FL 32794-1459. Entry must be mailed in a hand-addressed stamped envelope, postmarked by February 6, 2012 and received by February 10, 2012. No mechanically reproduced or photocopied entries permitted. Sponsor is not responsible for lost, late, stolen, misdirected, damaged, undeliverable, illegible, unintelligible, postage due or incomplete entries. All entries become the property of Pepsi Beverages Company and will not be returned or acknowledged.

2. **PRIZES:** Grand Prize: One (1) Grand Prize will be awarded consisting of free groceries for a year from Harveys. The prize will be awarded in the form of fifty-two (52) One Hundred Dollar (\$100) Harveys gift certificates. Estimated Value of Grand Prize: Five Thousand Two Hundred Dollars (\$5,200). First Prizes: Six (6) First Prizes will be awarded, each consisting of one (1) One Hundred Dollar (\$100) Harveys gift certificate, Estimated Value of each First Prize: \$100. One First Prize will be awarded per Harveys regional division. Divisions are determined based upon zip codes within the Harveys region and entries will be assigned a division by Sponsor in its sole discretion, based on the zip code entered.

3. **DRAWING:** Prize winners will be selected in a random drawing from among all eligible entries received by February 5, 2012 through automatic entry and by February 10, 2012 through mail-in entry. Drawing will be held on or about February 13, 2012. Drawing will be conducted by Promotion Security Group, LLC, an independent organization whose decisions shall be final. Odds of winning depend upon the number of eligible entries received. All prizes will be awarded.

4. **ELIGIBILITY and GENERAL TERMS:** Sweepstakes open only to legal US residents of Florida, Georgia & South Carolina who are 18 years of age or older at the time of entry. Winners must show proof of residency. **VOID OUTSIDE OF FLORIDA, GEORGIA AND SOUTH CAROLINA AND WHERE PROHIBITED.** Anyone who has won a prize valued at over Five Hundred Dollars (\$500) from Pepsi Beverages Company within the last thirteen (13) months is ineligible to enter or win. Employees of PepsiCo, Inc., Pepsi-Cola Company, Pepsi Beverages Company, Harveys Supermarket (herein referred to as ("Harveys")) and each of their respective parent companies, affiliates, subsidiaries, bottlers, divisions, distributors, suppliers and advertising, promotional or judging agencies and immediate family members (i.e., parents, spouse, children, siblings, grandparents, step parents, step children and step siblings and their respective spouses, regardless of where they reside) and persons living in the same household of such employees whether or not related are not eligible to win. No substitution of prize is offered; no transfer of prize to a third party is permitted; and non-cash prizes may not be redeemed for cash. Any portion of the prize not accepted by the winner will be forfeited. Sponsor reserves the right to award a prize of equal or greater value in the event the published prize is unavailable. Limit one (1) prize per name, address, phone number and/or household. Void outside Florida, Georgia & South Carolina and wherever prohibited or restricted by law. All federal, state and local laws and regulations apply. Prize recipients will be solely responsible for paying all applicable federal, state and local taxes on prizes and, if applicable, winner may receive an IRS Form 1099 for the retail value of the prize. No groups, clubs, newsletters or organizations may reproduce or distribute any portion of these rules to their members and anyone who enters this sweepstakes through means not permitted by these rules is disqualified. All entrants, as a condition of entry, agree to be bound by these rules and the decisions of the Sponsor, which shall be final and binding. Sponsor reserves the right, in its sole discretion, to disqualify any individual (and all of his/her sweepstakes entries) who tampers with the entry process.

5. **WINNER NOTIFICATION/RELEASES:** Potential winners will be notified by mail and/or phone within two (2) days of the drawing. Prize winners may be required to claim their prizes within ten (10) days of notification by signing and returning an Affidavit of Eligibility and Liability/Publicity Release (where permitted by law). In the event the Affidavit and Release is not returned within ten (10) days, prize may be forfeited and an alternate winner may be selected from among all remaining eligible entries. Prize may also be forfeited if (i) the notification is sent to the address provided on the entry and is returned as undeliverable without a forwarding address; or (ii) a telephone notification is not confirmed to Sponsor within twenty-four (24) hours. Upon forfeiture for any reason, no compensation shall be given. Allow one (1) to two (2) weeks for delivery of prizes following the notification process. Prizes will only be delivered to addresses within the state of Florida, Georgia, & South Carolina. All participants, by participating in this sweepstakes, and all winners, by acceptance of a prize, agree on behalf of themselves, their executors, assigns and heirs to release PepsiCo, Inc., Pepsi Beverages Company, Pepsi-Cola Company, Frito-Lay, Inc., Harveys Supermarket and each of their respective parent companies, affiliates, subsidiaries, bottlers, divisions, distributors, suppliers and advertising, promotional or judging agencies from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership or use of a prize or while preparing for, participating in and/or traveling to any prize-related or sweepstakes-related activity or for any typographical or other error in these Official Rules or in the announcement or offering of any prize. Winner acknowledges that the Sponsor has neither made nor is in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the prize. Prize winners shall bear all risk of loss or damage to prizes after they have been delivered. Sponsor reserves the right to cancel or suspend the sweepstakes if it is tampered with or corrupted in any manner and, in the event of cancellation, prizes will be awarded via a random drawing to be conducted from all eligible entries received as of the date of cancellation. By entering this Sweepstakes, each Entrant agrees to the use of their name, voice, picture or other likeness in all media without compensation for promotional purposes as determined by Pepsi Beverages Company where permitted by law.

6. **WINNERS' LIST:** For a list of winners, send a self-addressed, stamped envelope before 3/31/2012 to: PEPSI ULTIMATE GROCERY GIVEAWAY SWEEPSTAKES AT HARVEYS Winners' List c/o TracyLocke, 7380 Sand Lake Road, Suite 230, Orlando, FL 32819. Winners list will be sent when all prizes have been awarded.

7. **SPONSOR:** Bottling Group, LLC, operating under the name of Pepsi Beverages Company 7380 Sand Lake Road, Suite 230, Orlando, FL 32819.

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