

OFFICIAL RULES & REGULATIONS

2010 Harvey's Food Stores Talladega Race Trip Sweepstakes For Permanent Lawful Residents of Georgia, Florida and South Carolina Only!

Presented by Harvey's Supermarkets
NO PURCHASE NECESSARY

1. How to Enter: NO PURCHASE NECESSARY / OFFICIAL SWEEPSTAKES ELECTRONIC ENTRIES & MAIL-IN ENTRIES FOR PERMANENT LAWFUL RESIDENTS OF GEORGIA, FLORIDA AND SOUTH CAROLINA ONLY. The Harvey's Food Stores/ ST Motorsports Race Trip Sweepstakes ("Sweepstakes") begin at 12:01 a.m. (Eastern Time ["ET"]) on September 1, 2010 and ends at 11:59 p.m. ET on October 5, 2010 ("Sweepstakes Period"). To Enter: Sweepstakes entries will be accepted in two (2) ways: Electronic Entries or Mail-In Entries.

- a) **Electronic Entries:** Whenever a Harvey's Hometown Rewards (HHR) Key holder purchases any participating brand, the HHR Key holder will receive one (1) automatic entry into the Sweepstakes when the HHR Key is scanned and accepted at participating stores in South Carolina, Florida and Georgia during the Sweepstakes Period. If you do not have a HHR Key, you may apply for one by filling out an official application form at participating stores or online at www.harveys-supermarkets.com. No purchase is necessary to obtain a HHR Key. In the case of a dispute as to the identity of the HHR Key owner, entry will be declared by the authorized account holder of the HHR Key, used in the submission of the automatic entry. "Authorized Account Holder" is defined as the natural person who is registered to the HHR Key as assigned by the Sponsor. Entrant may request a FREE HHR Key by visiting www.harveys-supermarkets.com and clicking on Harvey's Hometown Rewards Key, then clicking on "apply now". Entrant must complete and submit the registration form. Entrant may also sign up for a HHR Key in any Harvey's Store by filling out a paper application. A HHR Key must be registered and processed to enter the Sweepstakes with an automatic entry. There is a two (2) week minimum for a HHR Key registration processing.
- b) **3" x 5" Mail-in Entries:** To enter without an automatic entry, without purchase, and without obtaining a Harvey's Hometown Rewards Key, legibly hand print in ink your name, complete mailing address, including zip code, daytime and evening phone numbers and age on a plain 3" x 5" card and mail the 3" x 5" card in a properly addressed #10 envelope with sufficient postage affixed to: The Harvey's Supermarkets / ST Motorsports Talladega Race Trip Sweepstakes, 286 Browns Hill Road, Locust, NC 28097. All mail-in entries must be postmarked by October 5, 2010 and received by October 8, 2010. Limit of one entry per person per stamped envelope per day and one Electronic Entry per day. No mechanically reproduced, forged or altered entries are permitted. There will be no verification of receipt of entries. All entries submitted become the sole property of the Sweepstakes Entities and will not be returned.

2. Eligibility: To enter the Sweepstakes you must be a lawful permanent resident of Georgia, Florida or South Carolina and be 18 years of age or older by September 1, 2010. Sweepstakes is void outside the states listed above and where restricted or prohibited by law. The Sweepstakes, and any web site pages and advertisements relating thereto, are intended for viewing only within the continental United States. Employees of J. H. Harvey Co., LLC, ST Motorsports, Inc., Lance Inc., the Clorox Company, Bush Brothers and

Company, Glaxo, Smith, Klein; Kimberly-Clark Corporation and McKee Inc., their respective parent companies, subsidiaries, affiliates, advertising, promotion agencies and the directors, officers, employees or agencies, and any of their respective partners or prize suppliers, their affiliated companies, parents, subsidiaries and advertising and promotion agencies, (collectively, "Sweepstakes Entities"), and their immediate families (defined as spouse, mother, father, in-laws, grandmother, grandfather, brother, sister, children and grandchildren) and members of their households, are ineligible to participate in this Sweepstakes.

3. Drawing and Notification: One (1) potential Grand Prize Winner and one hundred (100) potential First Prize Winners will be selected from among all eligible entries received by mail and online in a random drawing held on or about October 15, 2010 by ST Motorsports, Inc. ("Sweepstakes Administrator"). Sweepstakes Administrator's decisions are final and binding in all respects. Odds of winning a prize depend on the number of eligible entries received. Potential winners will be notified by phone and/or by mail. If a potential winner cannot be reached within seven (7) days from the first notification attempt, then such person shall be disqualified and an alternate winner will be selected.

4. Grand Prize: One (1) Grand Prize Winner: Grand Prize Winner shall receive: A prize package for two to the Talladega Races on October 30 & 31, 2010, including: Two (2) Sprint Cup tickets; Two (2) Camping World Truck Race tickets, Three (3) nights, double occupancy hotel accommodations at a hotel of sponsor's choosing; and mileage reimbursement for transportation up to \$500 based on 2010 federal mileage reimbursement rate from winner's home address to hotel. Transportation not included. Approximate Retail Value (ARV) of Grand Prize is \$1750.00.

4a. First Prize: One hundred (100) First Prize Winner: First Prize Winner shall receive: One (1) \$50.00 Harvey's gift card. Some restrictions and an expiration date may apply. The total ARV of First Prize is \$5000.

All other expenses and costs, not expressly listed above, including but not limited to, warranties, taxes, tips, entertainment, transfers, transportation and other expenses not specifically identified in these Official Rules are the sole responsibility of each winner. No transfer, substitution, or cash equivalent for prizes allowed. Sweepstakes Entities reserve the right to substitute a prize (or portion of a prize) of equal or greater value if a prize cannot be awarded as described for any reason.

5. Prize Conditions: The potential Grand Prize winner will be required to execute an Affidavit of Eligibility, a Liability Release and, where legal, Publicity Release, where legal. Such documents must be signed and returned by the date and/or time indicated within such documents. If the potential Grand Prize winner fails to sign and return such documents within that time, or if an entrant is found to be ineligible, or if he/she does not comply with the Official Rules, then that potential Grand Prize winner will be disqualified and an alternate winner will be selected, time permitting. The potential First Prize winners will be notified by phone and/or mail. If prize/prize notification is returned as undeliverable, this will result in disqualification and an alternate winner will be selected. All portions of the Grand Prize must be used on dates specified or as otherwise determined by the Sweepstakes Administrator or the prize(s) will be forfeited. Grand Prize winner's guest (or parent/legal guardian if guest is a minor) must execute a Release of Liability prior to use of prize. In the event the Grand Prize event is cancelled or postponed for reasons beyond Sweepstakes Entities' control, that portion of the prize will be awarded to the extent it can be awarded and no additional compensation will be provided. All federal, state or other tax

liabilities (including income taxes) arising from this Sweepstakes will be the sole responsibility of each winner. Except where prohibited by law, the winners' entries and acceptance of the prizes constitutes permission for the Sweepstakes Entities to use said winners' names, photographs, likenesses, statements, biographical information, voices, and city and state addresses on a worldwide basis, and in all forms of media, in perpetuity, without further compensation. Limit of one prize per person/family/ household.

6. Sweepstakes Conditions: This Sweepstakes is subject to all applicable federal, state and local laws. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sweepstakes Entities and Sweepstakes Administrator, and waive any right to claim ambiguity in the Sweepstakes or these Official Rules. Winners and entrants also agree to release, discharge, indemnify and hold harmless the Sweepstakes Entities and each of their respective officers, directors, employees, representatives and agents from and against any claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any Sweepstakes-related activity or participation in this Sweepstakes.

7. Limitations of Liability: Sweepstakes Entities are not responsible for lost, late, damaged, delayed, destroyed, misdirected, incomplete, illegible, postage-due or mutilated entries and do not assume any responsibility for incorrect or inaccurate capture of entry information, including, but not limited to, technical malfunctions, human or technical error, printing errors, late, illegible or postage due mailed entries, lost/delayed/garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Sweepstakes Entities may prohibit an entrant from participating in the Sweepstakes or winning a prize if, in their sole discretion, they determine that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, deception, tampering or attempting to tamper with the entry process or the operation of the Sweepstakes or other unfair playing practices or intending to annoy, abuse, threaten or harass any other entrants or Sweepstakes Entities representatives. The winners agree to release, hold harmless and forever discharge the Sweepstakes Entities from any and all claims, demands, losses and liabilities, of any nature whatsoever, which they may now or hereafter assert, including but not limited to, claims for injury, death or illness arising out of or claimed to be arising out of Sweepstakes entry, prize acceptance or use/misuse of the aforesaid prizes.

8. Winners' Names: For the names of the winners in this Sweepstakes, which will be available after October 29, 2010, send a self-addressed, stamped envelope with a written request to: Harvey's Food Stores/ ST Motorsports Talladega Race Trip Sweepstakes Winners List, 286 Browns Hill Road, Locust, NC 28097.

9. Sweepstakes Sponsors / Entities: The Sweepstakes Sponsors of this Sweepstakes are: J. H. Harvey Co., LLC., 727 S. Davis, Nashville, Ga. 31639 and ST Motorsports, Inc, 286 Browns Hill Road, Locust, NC 28097. The Sweepstakes Entities of this Sweepstakes are: ST Motorsports, Inc, 286 Browns Hill Road, Locust, NC 28097; Lance, Inc. 8600 South Blvd., Charlotte, NC. 28097; Kimberly-Clark Corporation 2100 Winchester Rd., Neenah, WI. 54956; GlaxoSmithKline, plc, 1000 GSK Dr., Moon Township, PA. 15108; Clorox Company, 1221 Broadway, Oakland, CA 94612; McKee Foods, Inc., 10260 McKee Rd., Collegedale, TN 37315; and Bush Brothers and Co., 1016 East Weisgarber Rd., Knoxville, TN 37909.

10. Sweepstakes Administrator: The Sweepstakes Administrator for this Sweepstakes is ST Motorsports, Inc., 286 Browns Hill Road, Locust, NC 28097.