

HARVEYS SUPERMARKETS "Come Home to Harveys" In-Store Sweepstakes 5/16/07- 07/9/07

ELIGIBILITY: NO PURCHASE NECESSARY. Void where prohibited. A purchase will not improve your odds of winning. Open to licensed drivers who are legal US residents of GA, FL, or SC. Entrants must be 18 years of age and older. Employees of J.H. Harvey Co., LLC, d/b/a HARVEYS SUPERMARKETS ("Sponsor"), The Pepsi Bottling Group, PepsiCo, Inc, Pepsi-Cola Company, Frito-Lay, Inc., Wild Adventures, Langdale Ford, Local Event Management, LLC and each of their respective parent companies, subsidiaries, bottlers and affiliates; employees of advertising, promotion and public relations agencies involved in any way with this In-Store Drawing; and members of the immediate family (spouse, parents, siblings and children and their spouses) or persons living within the same household of any of such individuals are not eligible. Void outside GA, FL & SC and where prohibited.

2. HOW TO ENTER: On an official entry form found in participating Harveys Supermarkets stores while supplies last or on a 3" x 5" piece of paper, hand print your name, address, city, state, zip code, date of birth and daytime phone number and deposit in the official entry box located inside each Harveys Supermarket. No mechanically reproduced entries will be accepted. All entries must be deposited in official entry box in-store prior to 5pm on July 9, 2007. Sponsor is not responsible for incomplete, lost, late, illegible, damaged or misdirected entries. All entries become the property of Sponsor and will not be acknowledged or returned.

3. PRIZE: At or about 6pm EST on July 10, 2007 a random drawing will be conducted by a representative of Harveys in each participating Harveys Supermarket from all eligible entries deposited in the respective Harveys location, to award One (1) Finalist Entry for the District Level Drawing to be conducted on July 17, 2007. In addition to the entry into the District Level drawing, each Finalist will receive a \$100 Harveys Supermarkets shopping card and two (2) Wild Adventure daily admission tickets. Shopping card use is subject to the terms and conditions set by Harveys Supermarkets. Odds of being selected as a Finalist in the District Level drawing depend on the number of eligible entries received at each participating location. Approximate Retail Value: \$200. The District Level random drawing will be conducted by a representative of Harveys in a District Store. A total of six winners will be selected from amongst all entrants in the District Level Drawing. One District Winner will be randomly selected from among all Finalists chosen at the participating Harvey's stores within each District. Odds of becoming a District Winner will depend upon the number of participating Harvey's store in each District. Each District Winner will be awarded a \$400 Harveys Shopping Card, four (4) Wild Adventure daily admission tickets in Valdosta GA for August 4, 2007 and one night stay at a local hotel (one room) and the opportunity to participate in the Grand Prize Event for a chance to win the Grand Prize [ARV: \$700].

4. GRAND PRIZE EVENT: ALL DISTRICT WINNERS MUST BE PRESENT ON AUGUST 4, 2007 AT THE DESIGNATED TIME AND LOCATION AT THE WILD ADVENTURE THEME PARK IN VALDOSTA, GA IN ORDER TO PARTICIPATE IN THE GRAND PRIZE EVENT. At the Grand Prize Event, each of the District Winners will be awarded a random truck key. One of the six (6) keys will start a 2007 Regular Cab Ford F150 Truck. The District Winner drawing the key that starts the Ford Truck will be awarded the Ford Truck. Grand Prize Drawing to be conducted on August 4, 2007. If, due to a production or other error, more than one (1) distributed key starts the Grand Prize vehicle, the Grand Prize vehicle will be awarded in a random drawing from among all District Winners who have been assigned a working key for the Grand Prize vehicle. If none of the distributed keys starts the Grand Prize vehicle, the Grand Prize vehicle will be awarded in a random drawing from among all District Winners present at the Grand Prize Event. Odds of a District Winner winning the Grand Prize will be 1:6. Sponsor reserves the right to re-schedule the date or location of the Grand Prize Event for any reason in its sole discretion. One (1) Grand Prize will be awarded at the Grand Prize Event: a 2007 Regular Cab Ford F150 Truck. Approximate Retail Value ("ARV"): \$21,710. Winner is solely responsible for all applicable taxes (including, without limitation, sales tax and income tax), insurance costs, surcharges, registration, title, and license fees and other costs incurred in claiming, registering or using the vehicle. Vehicle includes standard features; any additional options are winner's responsibility. Color subject to availability. Any vehicle displayed or pictured in promotional/ advertising materials may not be the actual vehicle awarded. Winner will be required to personally retrieve the vehicle from a local dealership or location, as determined by Sponsor, and may need to provide valid driver's license and proof of insurance/registration. Failure to accept possession of vehicle within thirty (30) days of notification of availability may result in prize forfeiture. In connection with all prizes, transportation, parking, meals and other expenses not specified herein are the winner's responsibility.

5. GENERAL CONDITIONS: No cash redemption, substitution or transfer of prize permitted, except by Sponsor, who reserves the right to substitute, in whole or in part, prize of comparable or greater value if the stated prize is unavailable. All federal, state and local taxes including tag and title fees on prize are the sole responsibility of the winner. Finalists and prize winners will be notified by telephone and/or express mail and may be required to sign an Affidavit of Eligibility, Liability and (where lawful) a publicity release. Noncompliance by date specified on winner notification letter or return of prize or prize notification as undeliverable will result in disqualification and an alternate winner may be chosen. Unclaimed prize may not be awarded. Acceptance of prize constitutes permission for Sponsor and their agencies to use winner's name/likeness for advertising and trade purposes in any and all media without further compensation, unless prohibited by law. By participating in In-Store Drawing, entrants agree: (a) to be bound by these Official Rules and the decisions of the Sponsor and judges, which shall be final and binding in all respects; and (b) to release and forever discharge Sponsor, Harveys Supermarkets, The Pepsi Bottling Group, PepsiCo, Inc., Pepsi-Cola Company, Frito-Lay, Inc, Wild Adventures, Langdale Ford, Local Event Management, LLC and each of their respective affiliates, subsidiaries, distributors, and promotion and advertising agencies, and the employees, directors and officers of each of the foregoing 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, damages, or illness arising out of or claimed to be arising out of In-Store Drawing entry, prize acceptance, or use or misuse of the prize. Sponsor and its agents are not responsible for any printing or other errors in In-Store Drawing related material. Grand Prize vehicle 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 Grand Prize vehicle, including but not limited to its quality, merchantability, mechanical condition or fitness, except for any express manufacturer's warranty as may be included with the prize. All travel and transportation costs associated with collecting the Grand Prize vehicle will be solely the responsibility of the winner. The winner shall bear all risk of loss or damage to the Grand Prize vehicle after it has been delivered to the specified delivery site. Grand Prize vehicle Prize will be delivered within one hundred twenty (120) days after the Grand Prize drawing to a dealership near the winner's home or other location selected by Sponsor, and if the Grand Prize vehicle is not picked up within thirty (30) days of winner being notified, the vehicle will be forfeited by the Grand Prize winner. Sponsor reserves the right, in its sole discretion, to cancel or suspend this In-Store Drawing and award the prizes in a random drawing from all eligible entries received prior to such action, should causes beyond the control of Sponsor corrupt the administration, security or proper play of the In-Store Drawing. This In-Store Drawing will be governed by the laws of the United States and by entering you consent to jurisdiction and venue in the courts of Georgia for the resolution of all disputes.

6. WINNERS LIST: Mail a self-addressed, stamped #10 envelope, to be received by 1/31/08 to: Come Home to Harveys Truck Giveaway LEM, P.O. Box 939, Thomasville, GA 31799-0939. Winners list will be sent after winners have been verified and all prizes have been awarded.

7. SPONSOR: Harveys Supermarkets

8. In-Store Drawing Administrator: Local Event Management, LLC, P.O. Box 939, Thomasville, GA 31799. All Rights Reserved. Winners must affirm eligibility requirements.

NO PURCHASE NECESSARY.A purchase will not increase your chances of winning. Open to licensed drivers who are legal residents of GA, FL, or SC, Winners must be 18 years old and older. Void where prohibited.