

MY GIANT EAGLE VOICE SWEEPSTAKES RULES & REGULATIONS

1. **SWEEPSTAKES PERIOD:** The My Giant Eagle Voice Sweepstakes, including the My Market District Voice and My GetGo Voice segments, starts on January 1, 2019, 12:00am Eastern Standard Time ("ET") and closes on December 31, 2019, 11:59pm ET. The Sweepstakes is sponsored by Giant Eagle Inc. (the "Sponsor"). Schmidt Market Research. ("SMR") has been retained by the Sponsor to administer the Sweepstakes. The Sponsor is and shall remain solely responsible for the delivery of the Prize(s) to the winner(s).

2. ELIGIBILITY: This Sweepstakes is open to all registered members of the My Giant Eagle Voice Panel, including members of the My Market District Voice and My GetGo Voice segments, and other individuals directly contacted by SMR and invited to participate in the Giant Eagle Inc. Study ("Entrants"). All Entrants must be nineteen (19) years of age or older, at the time of entry into the Sweepstakes. If a minor is selected, the parent or legal guardian of the selected entrant must sign an affidavit, in order for their child to be declared the winner. The prize will be issued in the parent or legal guardian's name. Employees, agents, and representatives of the Sponsor and its subsidiaries and affiliates, SMR and its subsidiaries or affiliates and each of their respective advertising and promotion agencies are not eligible to win, nor are the parents, siblings and children of any such employee, agent, or representative or any person with whom such employee, agent, or representative is domiciled.

3. PRIZES: Each month for twelve (12) consecutive months three (3) winners will be randomly drawn each receiving one (1) \$50 Giant Eagle, Inc. gift card (the "Prizes") for an aggregate of \$1,800 in Prizes to be given away during the Sweepstakes Period. The drawing will be held within ten (10) days of the end of each month throughout the Sweepstakes Period (the "Draw Dates"). All Prizes are to be awarded in US dollars. Purchases of alcohol, tobacco, milk, gift cards, dry cleaning, and prescription drugs are excluded when Giant Eagle Gift Cards are provided as prizes.

4. **HOW TO PARTICIPATE:** The Sweepstakes is offered electronically via the Internet. All Entrants who are members of the My Giant Eagle Voice or My Market District Voice or My GetGo Voice and participate in that month's surveys are automatically entered into that month's draw. Entrants will receive one (1) entry for every study completed during the Sweepstakes Period.

Completion of My Giant Eagle Voice or My Market District Voice or My GetGo Voice Surveys is not required to enter the Sweepstakes. Entrants may enter the Sweepstakes by using the alternate means of Sweepstakes entry set out in item 5.

5. NO PURCHASE NECESSARY TO ENTER OR WIN - ALTERNATE MEANS OF SWEEPSTAKES ENTRY: Entrants may receive one (1) entry by legibly printing the Entrant's name, street address, city, state, postal code, telephone number, complete email address and survey's URL address, on a 3 x 5 inch (or 7.5 x 12.5 cm) piece of paper and mailing it to Schmidt Market Research My Giant Eagle Voice Panel Sweepstakes, Schmidt Market Research, 405 McKnight Park Drive, Pittsburgh, PA 15237-6502. All entries become the exclusive property of SMR and will not be acknowledged or returned.

Please note the URL address of the survey is necessary to identify the specific Sweepstakes being entered. Mail-in entries that do not include the URL address will not be valid.

6. **SWEEPSTAKES DRAW(S):** The drawings will be held in Pittsburgh, Pennsylvania on each of the Draw Dates from all eligible entries received. Winners will be determined by random drawing from all eligible entries received by SMR. The odds of winning depend on the number of eligible entries received. The odds of an entry winning any Prize will be the same, whether the entry was automatically generated or by alternate means of entry.

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7. **PRIZE AWARDING:** Winner will be notified by email within fifteen (15) days of the drawing. Prizes will be awarded only on verification by SMR that all Sweepstakes requirements have been met by the winners. Each Prize must be accepted as awarded and no substitution, transfer, conversion or assignment of Prizes will be allowed, unless at the discretion of the Sponsor which may substitute a Prize of comparable or greater value. No correspondence will be entered into except with selected Entrants at the email address listed on the SMR systems, or on the mail-in entries. SMR will notify the winner by email within fifteen (15) days of the Draw Date. The winner will have two (2) business days from notification to accept the Prize by email. SMR is not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify the winner. If a selected Entrant cannot be contacted within the allotted time SMR reserves the right to void that entry and select another eligible Entrant for that Prize. In order to be declared an official winner the selected Entrants will be required to consent to the contest rules and winner declaration conditions. If a selected Entrant(s) fails to consent to the Declaration and Release within two (2) business days the Sponsor reserves the right to void that entry and select another eligible Entrant for that Prize. By digitally consenting to the Declaration and Release conditions, the Entrant (i) confirms compliance with these Sweepstakes Rules and Regulations, (ii) releases and forever discharges the Sponsor, its affiliates and subsidiaries, SMR, its affiliates and subsidiaries and their respective advertising and promotional agencies from all claims, demands, damages, actions, and causes of action arising or to arise by reason of the acceptance or use of the Prize, and (iii) gives permission to the Sponsor and SMR, at their option, to publish or otherwise use the Entrant's name, address, photograph, voice, and comments, without compensation, in perpetuity in any publicity carried out by the Sponsor or SMR or their respective advertising agencies.

Gift Card Prizes will be delivered by the Sponsor to official winners within four (4) to six (6) weeks after receipt of the Declaration and Release consent via email from the respective Vendor website. *SMR is not responsible for and shall not be liable for late, lost, or misdirected communication from the Vendor website to the official winners email address.*

8. SWEEPSTAKES GENERAL RULES: By entering the Sweepstakes, Entrants agree to abide by these Sweepstakes Rules and Regulations and the decisions of SMR, which are final.

9. WINNERS LIST: To obtain a copy of the winner list or a copy of the Sweepstakes Rules and Regulations, send your request to: Schmidt Market Research, My Giant Eagle Voice Sweepstakes Winners List, 405 McKnight Park Drive, Pittsburgh, PA 15237-6502. Requests must be received no later than the fifteenth (15th) of each month and must enclose a self-addressed stamped envelope.

10. DISQUALIFICATION: Neither the Sponsor or SMR are responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, or other error of any kind whether human, mechanical or electronic. Persons found tampering with or abusing any aspect of this Sweepstakes or the operation of the My Giant Eagle Voice Panel website or any other SMR hosted website, as determined by SMR, in its sole discretion, will be disqualified. If disqualified for any of the above abuses, SMR reserves the right to terminate the Entrant's eligibility to participate. In the event any portion of this Sweepstakes is compromised by virus, bugs, non-authorized human intervention or other causes beyond the control of SMR, which in the sole opinion of SMR, corrupts or impairs the administration, security, fairness or proper entry into the Sweepstakes and to award Prize(s) to individuals selected at random from the pool of Entrants received up to the point of termination. In no event will more Prizes be awarded than those listed in the Sweepstakes Rules and Regulations.

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11. **TAX INFORMATION:** Liability for any applicable taxes imposed by any government, if any, on any Prize won is the sole responsibility of the winner of such Prize.

12. APPLICABLE LAWS: This Sweepstakes is subject to all applicable federal, state and county laws. Void where prohibited or restricted by law.

13. PRIZE DISCLAIMER: The Sponsor is solely responsible for the delivery of the Prizes to the Prize winners, as declared by SMR. SMR shall not be responsible or liable to Entrants for any losses, damages or costs incurred as a result of Entrants entering the Sweepstakes or use of a Prize won in connection with this Sweepstakes or the failure by the Sponsor to deliver the Prize to the winner in accordance with the Sweepstakes Rules and Regulations. By participating in the Sweepstakes, each Entrant agrees to release and hold harmless SMR and the employees, officers, directors, shareholders, agents, representatives of SMR, its parent company, affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, harmless from any and all losses, damages, rights, claims and actions of any kind in connection with the Sweepstakes or resulting from acceptance, possession, or use of any prize, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy.

Any Prize awarded will be delivered by the Sponsor, SMR or by a third-party retained by the Sponsor or SMR for the purpose of fulfilling the prize (in which case the Entrant consents to the disclosure of his/her name, address and such other personal information as is required for the limited purpose of delivering the prize to the winner)

14. DATA PROTECTION NOTICE: Entrants' personal information is protected by Giant Eagle Inc.'s Privacy Policy. The Giant Eagle Inc. Privacy Policy can be found at the bottom of the survey page labeled "Privacy Policy" or to view the Giant Eagle Inc. Privacy Policy log on to the Giant Eagle Inc. website at http://www.gianteagle.com and select Privacy Policy.