

“BI-LO \$250 Monthly GROCERY SWEEPSTAKES” (The “Sweepstakes”) Official Rules No Purchase Necessary. Open only to legal residents of the United States of America or Washington D.C. Participant must be 18 years of age and older as of date of entry. Void in Florida, Rhode Island and wherever prohibited by law.

1. Promotion Period: The “Sweepstakes” begins at 12:00 a.m. Eastern Time (“ET”) on January 1, 2012 and may continue until Retail Feedback Group (RFG) ends its relationship with the Survey Vendor Market Force Information, until RFG chooses to end or alter the ‘Sweepstakes’, or 11:59 p.m. ET on December 31, 2012 (“Promotion Period”), whichever occurs first. This contest can be altered or ended at any time without notice.

2. How To Enter: During the Promotion Period, visit <http://www.bi-lo.com/surveys>, or call toll free (866) 264-2365, and complete a survey. At the conclusion of our Internet/Telephone survey, you will have an opportunity to provide your ‘Sweepstakes’ entry information. Entries must be complete in order to be eligible. All information including but not limited to Email Address or Telephone Number will be kept confidential and will only be used to notify you in the event that you have won the ‘Sweepstakes.’ Entries must be received by 11:59 p.m. ET on the last day of the month, to be eligible for that month’s draw. All entries received during the prior calendar month are eligible for the draw. Limit one (1) entry per survey. Limit one (1) response per one (1) day period. Normal Internet access, phone charges and usage charges imposed by your on-line/phone service providers will apply. No purchase necessary. A purchase will not increase your chance of winning.

2.1 How To Enter For Free Without Making A Purchase: Hand print your name, complete address, zip code, daytime telephone number, including area code, on a 3” x 5” piece of paper and mail it in a #10 envelope to: “BILO \$250 Monthly GROCERY SWEEPSTAKES – Free Entry”, c/o Retail Feedback Group, P.O. Box 699, Plainview, NY 11803. Entry requests must be postmarked and received by December 31, 2012. Limit of one (1) entry request per postmarked outer envelope up to a maximum of one (1) entry requests per person, per seven day period, during the Entry Period. Entry requests mechanically reproduced or made in any fashion other than as specified herein are void. No metered mail, copies, facsimiles, or mechanical reproductions will be accepted.

3. Prizes and Estimated Retail Values (ERV): Grand Prize (12 per annum – one (1) per month) The ERV of the ‘Sweepstakes’ Prize is \$250. Limit one prize per person/household. Prizes are non-refundable. Prizes are nontransferable and no substitutions are allowed except by the Sponsor, who reserves the right to award a prize of equal or greater value if an advertised prize (or portion of prize) is unavailable. Prizes cannot be redeemed for cash. Sponsor and its agencies assume no responsibility or liability for damages, losses or injury resulting from acceptance or use of any prize. All taxes are payable by the winner and are based on the manufacturer’s or supplier’s suggested retail price at the time of awarding.

4. Random Drawings: One Prize winner will be selected each month in a witnessed random drawing from among all eligible entries received during the prior month. Drawings will be conducted on or about the 1st day of each month (or the next business day) following each month (February 1, 2012 through January 1, 2013 or until contest is ended by RFG, whichever occurs first), by RFG. Odds of winning are dependent upon the number of eligible entries received during the prior month. Prizes will be awarded and winners will be notified by e-mail and/or telephone. The Monthly ‘Sweepstakes’ winner will be drawn from the prior month’s entries, by a random draw from the total entries received via phone and Internet surveys.

5. General Rules: All federal, state, local, and municipal taxes and other governmental charges, if any, and all other costs associated with acceptance or use of any prize, not specified herein, related to the prize are the sole responsibility of the individual winners. Grand Prize winners will be required to execute and return an affidavit of eligibility and liability/publicity release, where legal, within 10 days of notification attempt or the prize will be forfeited and an alternate winner will be selected. Upon forfeiture, no compensation shall be given. If a Grand Prize winner is a minor in his/her state of residence, prize will be awarded in the name of parent or legal guardian, who will be required to sign all documents, fulfill all required conditions as set forth in these Official Rules. Return of any prize/prize notification as undeliverable may result in disqualification and an alternate selection. Acceptance of a prize constitutes permission to use winners’ name and address (City and State only), likeness and/or prize information for promotional purposes without further compensation except where prohibited by law. By entering the ‘Sweepstakes’, entrant accepts and agrees to be bound by these Official Rules and the decisions of the judges. Entries will be declared to be made by the authorized account holder of the e-mail address submitted at the time of entry. “Authorized account holder” is defined as the natural person who is assigned to an e-mail address by an Internet Access provider, Online Service provider, or other organization (e.g., business, educational institution etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the ‘Sweepstakes’ or Web site; violates the Official Rules; or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Sponsor and its agencies are not responsible for technical, hardware or software malfunctions, telephone failures of any kind, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or utilized in the ‘Sweepstakes’ which may limit the ability to participate or by any human error which may occur in the processing of the entries in the Sweepstakes. Sponsor is not responsible for any damage to entrant’s computer in connection with accessing or downloading any information from Sponsor’s Web site. Sponsor reserves the right to cancel the promotion if it becomes technically corrupted, and award prizes from eligible entries received prior to cancellation.

6. Eligibility: This Sweepstakes is open only to legal residents of the United States of America or Washington D.C., who are 18 years of age or older as of date of entry. Employees and their families of RFG, its clients,

affiliates, subsidiaries, agencies, Market Force Information are not eligible to win. This contest is void in Florida and Rhode Island and wherever prohibited by law and subject to all federal, state, local, and municipal laws and regulations.

7. Sponsor/Administrator: The Sponsor of the promotion is Retail Feedback Group, P.O. Box 699, Plainview, NY 11803. The administrator is Market Force Information, 185 Stradbrook Avenue, Winnipeg, Manitoba, Canada R3L 0J4.