

2020 e-VIC ICELANDIC PROVISIONS SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO WIN and purchase does not increase your chances of winning. Void where prohibited. Sweepstakes open only to legal residents of Georgia, North Carolina, South Carolina, Virginia, Maryland, Delaware and the District of Columbia who are 18 years of age or older as of March 1, 2020. Contest Ends April 30, 2020.

1. **HERE'S HOW TO ENTER:**

e-VIC/VIC Card Sign-Up. Any time between March 1 and April 30, 2020, you will be entered when you visit www.harristeeter.com and click on the e-VIC button or page and follow the steps to join Harris Teeter's e-VIC program. Anyone registered for e-VIC, prior to March 1, 2020 will be automatically entered into this promotion. Limit one entry per VIC card household.

A free VIC Card can be obtained upon application at any Harris Teeter store. VIC Cards that are stolen, fraudulent, tampered with or otherwise altered are not eligible for use in the Sweepstakes.

Entry by Mail: In lieu of www.harristeeter.com entry method, you may also enter simply by hand-printing your name, complete address (including city, state and zip code), day and evening phone numbers, age, e-mail address and complete 11-digit VIC card number, on a single 3" X 5" card (the "Mail-In Entry") and mailing it to: 2020 e-VIC Icelandic Provisions Sweepstakes, Harris Teeter, Inc., P.O. Box 10100, Matthews, NC 28106. No purchase or use of a VIC Card is necessary to enter by mail. Customers are limited to one (1) Mail-In Entry per VIC card and only one Mail-In Entry per envelope. Only original hand printed Mail-In Entries are eligible. Mechanically reproduced Mail-In Entries will not be accepted. Each Mail-In Entry must be placed in a separate outer mailing envelope. Any Mail-In Entry received in excess of the one request per VIC card or household and/or the one request per envelope will not be entered into the drawing. All Mail-In Entries must be postmarked by May 1, 2020 and received by noon on May 5, 2020 in order to be eligible.

All Mail-In Entries become the exclusive property of Harris Teeter and will not necessarily be acknowledged or returned.

2. **RANDOM DRAWING:** The winner will be chosen in a random drawing from all entries received on or about May 6, 2020. Chance of winning depends on total number of eligible entries received. Decisions of the judges are final. The prize will be awarded and the winner notified by e-mail or telephone.

3. **PRIZES AND APPROXIMATE VALUE:**

GRAND PRIZE– The "Iceland Naturally" Grand Prize includes:

- Economy class round-trip flights on Icelandair for two (2) from the nearest Icelandair gateway (list below) to the winners home in North America. Economy class round-trip for two (2) from the winners hometown to the Icelandair gateway if needed.
- Three (3) nights accommodations for two (2) in Reykjavik, Iceland at Hotel Nordica (or similar) based on double occupancy, with Scandinavian buffet breakfast daily, except on arrival date.
- Two (2) round-trip bus transfer from KEF airport to hotel in Reykjavik, Iceland
- Two (2) 72 "Hours Reykjavik Welcome Cards" providing free access to City of Reykjavik owned world famous thermal pools, museums and public transportation, plus various retail discounts.
- \$1,000 cash

Governmental taxes, airport taxes, fuel surcharges and other applicable taxes are included on the airfare.

ARV: \$3,500

NOT included:

All other expenses, including but not limited to meals, additional accommodation, travel insurance, incidental expenses, tips, transfers, and taxes will be the responsibility of the prize winners. No substitution or transfer of prizes is permitted. Prize is not redeemable for cash or exchange. Winner is responsible for obtaining and paying for visas, shots, passports or other documents if required.

A designated travel contact will be responsible for the booking of travel arrangements and selection of vendors. Winner must book with the travel contact at least 30 days prior to departure. If winner is unable to travel in accordance with Iceland Naturally's specifications, the prize will be forfeited.

Travel period must be within one-year from the date of prize letter. Travel not permitted between May 15, 2020 and September 5, 2020 and December 15, 2020 to January 5, 2021.

FIRST PRIZE (1) –

One year (365) supply of ICELANDIC PROVISIONS™ skyr, in the form of print coupons + a branded T-Shirt

ARV: \$750.00

SECOND PRIZE (5) –

One Month's (31) supply of ICELANDIC PROVISIONS™ skyr, in the form of print coupons + a branded T-shirt

ARV: \$330.00

4. GENERAL RULES: Employees, officers and directors of Harris Teeter LLC., Employees of Iceland Naturally, Icelandic Provisions, Inc, Icelandair and Visit Iceland and all of their parents, affiliated and subsidiary companies and their advertising and promotional agencies and the immediate family (spouse, parent, sibling and children, regardless of where they live) or members of their same households (whether related or not) of such employees and directors are not eligible.

All federal, state and local laws apply. The Sweepstakes is void where prohibited by law. No substitution or transfer of prize(s) permitted. No cash substitutions of prize(s) permitted. Only one prize per household per calendar year can be awarded. Potential prize winner will be asked to execute an Affidavit of Eligibility/Release of Liability Prize Acceptance Form within 5 days of attempted notification in addition to a promotional release. Non-compliance with this time period may result in disqualification and an alternate winner will be selected. Unless prohibited by law, acceptance of the prize constitutes permission by the winner for the sponsor and its agencies to use, without further compensation, the winner's name and/or likeness for purposes of advertising. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges. Sponsors are not responsible for any typographical or other error in the printing of the offering, the administration of the sweepstakes, or the announcement of the prize(s). Harris Teeter and sponsors are not responsible for any damages resulting from the use of prizes, make no warranty concerning the characteristics or

qualities of the prizes and reserve the right to substitute prizes of equal or greater value. Federal, state and local taxes are the sole responsibility of the winner(s).

In the event of noncompliance with the Official Rules, or if the winner cannot be reached at the phone number on the winner's Entry Form or VIC Card application, the prize will be forfeited and awarded to an alternate winner (in the order drawn). Prizes are not transferable. No cash or prize substitutions, except that Harris Teeter reserves the right to substitute prizes of comparable value.

All Mail-In Entries become Harris Teeter's property and will not be returned. Harris Teeter and Sponsors assume no responsibility or liability for lost, misdirected, misplaced, damaged, illegible, incomplete, late, mutilated or postage-due Mail-In Entries or for any act or failure to act regarding the transmitting, delay or processing of entries or VIC Card applications or for the operation of the VIC Card program and/or www.harristeeter.com, including data loss and/or corruption, computer malfunctions or software errors. To qualify for entry based on having a VIC Card, you must provide Harris Teeter a valid name and address associated with the card number. VIC Card membership is free and is open to everyone who completes and submits a customer application. Harris Teeter reserves the right, at its sole discretion, to cancel the www.harristeeter.com entry portion of this Sweepstakes, should either portion, www.harristeeter.com or the VIC Card program become technically corrupted or otherwise cannot be conducted as originally planned and to select winners from among all eligible Mail-In Entries received.

5. **LIMITATION OF LIABILITY AND RELEASE.** Harris Teeter LLC., Iceland Naturally, Icelandic Provisions, Inc. and/or affiliates, parents and subsidiaries, and the employees, officers and directors of all such parties assume no responsibility or liability for, and all entrants agree to release and hold them harmless from and against, any damages, injuries, losses, claims or causes of action of any kind arising from participation in this Contest, the operation of this Contest or the acceptance, possession, use or misuse of the prize.
6. **LIST OF WINNERS:** For the name of the winner, available after June 1st 2020, send a separate, stamped self-addressed (#10) envelope to, 2020 e-VIC Icelandic Provisions Sweepstakes, Harris Teeter, Inc., P.O. Box 10100, Matthews, NC 28106.

SPONSORS: Harris Teeter, LLC, Matthews, NC.