

Pepsi® Dierks Bentley® SWEEPSTAKES AT HARRIS TEETER® OFFICIAL RULES

7/4/2018 - 7/24/2018

NO PURCHASE NECESSARY TO WIN. PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. Void where prohibited. Sweepstakes open only to legal residents of Delaware, District of Columbia, Georgia, Maryland, North Carolina, South Carolina, and Virginia who are Harris Teeter® VIC Card holders, 18 years of age or older as of July 4, 2018. The Pepsi® Dierks Bentley® Sweepstakes at Harris Teeter® (“Sweepstakes”) is void in all other States and where prohibited, or otherwise restricted by law. Sweepstakes ends 11:59:59 p.m. Eastern Time (“ET”) July 24, 2018.

HERE'S HOW TO ENTER:

1. PURCHASE WITH VIC CARD: Between 12:00:00 a.m. ET on July 4, 2018 and 11:59:59 p.m. ET on July 24, 2018 (“Sweepstakes Period”), each time you use your Harris Teeter® VIC Card at a participating Harris Teeter® store you will receive one (1) entry into the random drawing (limit one [1] entry per day per 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.

Harris Teeter® VIC Card holders can send Entry by Mail: To enter without making a purchase, Harris Teeter® VIC Card holders can hand print their name, complete address (including city, state and zip code), VIC Card number, day and evening phone numbers, age, e-mail address (optional) on a 3” x 5” paper (the “Mail-In Entry”) and mail it to: The *Pepsi® Dierks Bentley® Sweepstakes at Harris Teeter®*, PBV, 4141 Park Lake Avenue, Suite 600, Raleigh, NC 27612. Customers are limited to one (1) 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 one per outer-mailing envelope will not be entered into the drawing. Limit one (1) mail-in entry per day. Mail-in entries must be postmarked by July 24, 2018 and received by July 25, 2018. All Mail-In Entries become the exclusive property of Pepsi® Bottling Ventures and will not be acknowledged or returned. Limit one (1) entry per household per day regardless of entry method. Any information collected from the Sweepstakes shall be used only in a manner consistent with the consent given by the Entrants at the time of entry, with these Official Rules, and with the Sponsors’ Privacy Policy found at: <https://www.harristeeter.com/current-sweepstakes>

2. RANDOM DRAWING/NOTIFICATION: Two (2) grand prize winners will be chosen. Winners will be selected in a random drawing on or about July 25, 2018 from among all eligible entries received by a Harris Teeter® company representative whose decision shall be final. Odds of winning depend on the total number of eligible entries received from both methods of entry. The potential winners will be notified by telephone and/or mail. Potential winners will be required to complete and return an Affidavit of Eligibility, Liability/Prize Acceptance Form and Publicity Release (where applicable) via mail within two (2) days of dated notification, or that potential winner will be disqualified and an alternate winner will be selected from the remaining eligible entries. Prize will also be forfeited in the event (i) mail is returned as undeliverable mail without a forwarding address (ii) a telephone notification is not confirmed by Sponsors within twenty-four (24) hours or (iii) winner is unable to attend on the date specified. Prize will only be delivered to Winner’s legal residence which must be within one of the following States: DE, DC, GA, MD, NC, SC, or VA.

3. PRIZES AND APPROXIMATE RETAIL VALUES (“ARV”):

GRAND PRIZE: Two (2) Grand Prizes will be awarded. Each Grand Prize consisting of two (2) tickets to a Dierks Bentley® concert at PNC Music Pavilion on August 10, 2018 in Charlotte, NC with an opportunity for a meet and greet with Dierks Bentley®. Prize will also include a Visa Gift Card to use for travel expenses:

- ◆ Winners who reside between 0 and 75 miles from PNC Music Pavilion in Charlotte, NC (as determined by Sponsor) will receive a \$100 travel stipend
- ◆ Winners who reside between 75 and 150 miles from PNC Music Pavilion in Charlotte, NC (as determined by Sponsor) will receive a \$200 travel stipend.
- ◆ Winners who reside between 150 and 300 miles from PNC Music Pavilion in Charlotte, NC (as determined by Sponsor) will receive a \$400 travel stipend.
- ◆ Winners who reside over 300 miles from PNC Music Pavilion (as determined by Sponsor) will receive a \$1000 travel stipend.

Approximate Retail Value (ARV): \$250 + Visa Gift Card Amount. No responsibility is assumed by Sponsors for canceled, delayed, suspended or rescheduled event. No alternate dates are available. Winners and guest must abide by all venue policies. Live Nation® reserves the right to revoke tickets from any winner or winner's guest who they or venue personnel deem, in their sole discretion, may be intoxicated, be a safety risk, or have violated any venue policy or law or may bring Live Nation® into disrepute. All other expenses not specifically mentioned herein such as for transportation to and from event, parking, etc. are solely the responsibility of the prize winner and guest. No alternate dates are available. All minors (under the age of 18) must be accompanied by an adult at all times. Prize is non-transferable. No substitution, cash redemption, assignment or transfer of prize permitted. All federal, state and local taxes, if any, related to a prize are the responsibility of the individual winner. A 1099 Miscellaneous Tax Form will be issued to the winner for the actual value of the Prize for the tax year it was delivered. Any photographs of the Grand Prize in promotional materials are for illustrative purposes only. Prize consists only of the items specifically listed as part of the prize. If winner cannot accept prize as specified by Sponsors, prize will be forfeited and awarded to an alternate winner. Upon forfeiture for any reason as stated herein, no compensation shall be given. Unclaimed prize will not be awarded. Odds of winning depend on the number of eligible entries received.

4. GENERAL RULES: Employees, officers and directors of Harris Teeter®, LLC, The Pepsi-Cola Company®, Pepsi® Bottling Ventures,, (collectively, the "Sponsors"), and each of their respective parent companies, their affiliates or subsidiaries, and their advertising and promotion agencies and their immediate family members and/or those living in the same household of each are not eligible. All federal, state and local laws apply. The Sweepstakes is void where prohibited by law. Acceptance of the prize constitutes permission by the winner for the Sponsor and their agencies to use, without further compensation, the winner's name and/or likeness for purposes of advertising. By participating in this sweepstakes, 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. Sponsors are not responsible for any damages resulting from the use of prize and make no warranty concerning the characteristics, performance, safety or qualities of the prize. 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).

All Mail-In Entries become the property of Pepsi Bottling Ventures and will not be returned. 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®, LLC 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®, LLC reserves the right, at its sole discretion, to cancel any part of the "Purchase With VIC Card" entry portion of this Sweepstakes, should 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. CONDUCT: Sponsor reserves the right at its sole discretion to disqualify any individual suspected of tampering with the entry process or the operation of the Sweepstakes; or to be acting in any manner deemed by Sponsor to be in violation of the Official Rules; or to be acting in any manner deemed by Sponsor to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND COSTS (INCLUDING WITHOUT LIMITATION, ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. SPONSOR'S FAILURE TO ENFORCE ANY TERM OF THESE OFFICIAL RULES SHALL NOT CONSTITUTE A WAIVER OF THAT OR ANY OTHER PROVISION.

6. LIMITATION OF LIABILITY AND RELEASE: Harris Teeter®, LLC, The Pepsi-Cola® Company, Pepsi® Bottling Ventures, and each of their respective parent companies, their 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 promotion, the operation of this promotion or the acceptance, possession, use or misuse of the prize or while traveling to or from any prize-related event.

7. OFFICIAL RULES: In the event there is a discrepancy or inconsistency between statements contained in any Sweepstakes-related materials, and terms and conditions stated in the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion. The Official Rules will be available at: http://www.harristeeter.com/promotions/current_sweepstakes.aspx throughout the Sweepstakes Period.

8. WINNERS LIST: For the winner's names, send a self-addressed, stamped envelope to be received by July 24, 2018 to: Pepsi® Dierks Bentley® Sweepstakes at Harris Teeter® Winners List, PBV, 4141 Park Lake Avenue, Suite 600, Raleigh, NC 27612.

9. SPONSORS: Harris Teeter®, LLC, 701 Crestdale Road, Matthews, NC 28105 and Pepsi® Bottling Ventures, 4141 Park Lake Avenue, Raleigh, NC 27612