

**WIN GENERAL MILLS CEREAL FOR A YEAR SWEEPSTAKES AT HARRIS TEETER
OFFICIAL RULES**

NO PURCHASE NECESSARY TO WIN. PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.

Void where prohibited by law. Sweepstakes open only to legal residents of Georgia, Delaware, Virginia, Maryland, North Carolina, South Carolina and the District of Columbia, who are Harris Teeter VIC Card holders, and eighteen (18) years of age or older as of date of entry. The WIN GENERAL MILLS CEREAL FOR A YEAR SWEEPSTAKES AT HARRIS TEETER (the "Sweepstakes") is void in all other States and where prohibited by law. Sweepstakes ends at 11:59:59 p.m. Eastern Time ("ET") on October 30, 2018. ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.

1. HERE'S HOW TO ENTER:

(i) **Purchase with VIC Card:** Between 12:00:00 a.m. ET on October 3, 2018 and 11:59:59 p.m. ET on October 30, 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. 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.

(ii) **Harris Teeter VIC Card holders can send Entry by Mail:** To enter without making a purchase, hand print your 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: WIN GENERAL MILLS CEREAL FOR 1 YEAR SWEEPSTAKES MAIL IN ENTRY, c/o Harris Teeter, 701 Crestdale Road, Matthews, NC 28105. 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. Mail-in Entries must be postmarked by October 30, 2018 and received by November 6, 2018. All Mail-In Entries become the exclusive property of Harris Teeter and will not necessarily be acknowledged or returned. 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 Harris Teeter's Privacy Policy found at: http://www.harristeeter.com/other/privacy_policy/privacy_policy.aspx.

Limit one (1) entry per person/household per day (regardless of entry method). Subsequent attempts made by the same individual to submit multiple entries by using multiple or false contact information, accounts or otherwise may result in the entrant being disqualified. Entries generated by a script, computer programs, macro, programmed, robotic or other automated means are void and may be disqualified. Entries that are in excess of the stated limits, incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late or misdirected, deceptive or otherwise not in compliance with the Official Rules may be disqualified from the Sweepstakes at Sponsors' sole and absolute discretion. Entries submitted by entrants who do not meet the eligibility requirements (including all requirements with respect to age and residence) are void. All materials submitted become the physical property of Sponsors and will not be returned. In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the registered account holder of the email address associated with the entry or social media account for the domain associated with the submitted address provided that person is eligible. Winners may be required to show proof of being the registered account holder. Registered account holder is defined as the person assigned to an email address by an Internet access provider, on-line service provider or other organization responsible for assigning email addresses. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsors' satisfaction, the affected entry will be deemed ineligible. The Sponsors' designated database clock will be the official timekeeper for this Sweepstakes. Those who do not follow all of the instructions, provide the required information in their entry form, or abide by these Official Rules or other instructions of Sponsors may be disqualified. The Released Parties may run multiple campaigns, contests, sweepstakes or other promotions simultaneously. Entry into one (1) campaign, contest or sweepstakes does not constitute entry into any other.

2. Eligibility: The Sweepstakes is open only to individuals who are legal residents and physically located in Georgia, Delaware, Virginia, Maryland, North Carolina, South Carolina and the District of Columbia who are Harris Teeter VIC Card holders, eighteen (18) years of age or older as of date of entry. Employees, officers and directors of Harris Teeter, LLC, General Mills, Inc. (collectively, the "Sponsors"), Sponsors' parent companies, Administrator (defined below) and each of their respective affiliates, subsidiaries, advertising and promotion agencies, distributors and other prize suppliers, and each of such employees', officers' and directors' immediate family members and/or those living in the same household (whether legally related or not) of each are not eligible to enter the Sweepstakes or win a prize. For purposes of this Sweepstakes, immediate family members are defined as spouse, partner, parents, legal guardians, in-laws, grandparents, siblings, children and grandchildren and those living in the same household shall mean people who share the same residence at least three (3) months a year, whether legally related or not.

3. RANDOM DRAWING/NOTIFICATION: Ten (10) prize winners will be chosen in this Sweepstakes. Winners will be selected in a random drawing on or about November 13, 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) ("Affidavit") via mail within five (5) 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 forty-eight (48) hours. If applicable, allow up to six (6) weeks for delivery of prize following completion of notification process. Prize will only be delivered to winner's legal residence which must be within one (1) of the following States: GA, DE, VA, MD, NC, SC or DC.

4. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"): Grand Prizes: Ten (10) Free Cereal for one (1) year, awarded in for form of fifty-two (52) free coupons. Ten (10) Grand Prizes will be awarded in this Sweepstakes. Grand Prize awarded in the form of fifty-two (52) free coupons on any General Mills Big G Cereal item, each coupon may be redeemed up to \$5.00 value. Coupons expire on 12/31/2019. The total ARV of each prize is: \$260.00. Total ARV of all prizes awarded in this Sweepstakes: \$2,600.

Prizes are non-transferable, with no cash redemptions, equivalents or substitutions except at Sponsors' sole and absolute discretion. All prize details not specified in these Official Rules will be determined in Sponsors' sole and absolute discretion. Prize details and availability are subject to change and prize provider's rules and restrictions, and in the event that Sponsors is unable to provide a winner with his or her prizes, the Sponsors may elect to provide winners with the approximate value of such item in cash or award an alternate prize of comparable or greater value. All prizes are awarded "AS IS" and without warranty of any kind, express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose). Prize winners will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether they, in whole or in part, are used. The ARV of the prizes is based on available information provided to Sponsors and the value of any prize awarded to a winner may be reported for tax purposes as required by law. The winners may be required to provide Sponsors or Administrator with a valid social security number before the prizes will be awarded for tax reporting purposes. An IRS Form 1099 may be issued in the name of winners, or if a minor in the jurisdiction in which s/he resides, in the name of his/her parent or legal guardian, for the actual value of the prizes received. Unclaimed prizes will be forfeited. Prizes, if legitimately claimed, will be awarded. The Released Parties are not responsible for and will not replace any lost, mutilated or stolen prizes or any prize that is undeliverable or does not reach the winner because of an incorrect or changed address. If a winner does not accept or use the entire prize, the unaccepted or unused part of the prize will be forfeited and the Released Parties will have no further obligation with respect to that prize or portion of the prize. No more than the stated prizes will be awarded. The Released Parties are not responsible for and winner will not receive the difference, in any, between the actual value of the prizes at the time of award and the stated ARV in these Official Rules or in any Sweepstakes-related correspondence or material. Limit of one (1) prize per person.

5. GENERAL RULES: Subject to applicable law, winners irrevocably grant the Released Parties and each of their licensees, and its and their successors, assigns and sub-licensees the right and permission to use their name, voice, likeness and/or biographical material for advertising, promotional and/or publicity purposes in connection with the Sweepstakes, in all forms of media and by all manners (now and hereafter known), and on and in connection with related products, services, advertising and promotional materials (now known or hereafter developed), worldwide, in perpetuity, without any obligation, notice or consideration except for the awarding of the prizes to the winners. 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 a winner cannot be reached at the phone number on 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 Harris Teeter, LLC 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.

6. CONDUCT: Sponsors reserve 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 Sponsors to be in violation of the Official Rules; or to be acting in any manner deemed by Sponsors 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 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, SPONSORS RESERVE THE RIGHT TO SEEK DAMAGES AND COSTS (INCLUDING WITHOUT LIMITATION, ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. SPONSORS' FAILURE TO ENFORCE ANY TERM OF THESE OFFICIAL RULES SHALL NOT CONSTITUTE A WAIVER OF THAT OR ANY OTHER PROVISION. In the event Sponsors are prevented from continuing with the Sweepstakes by any event beyond its control, including, but not limited to, fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, communications or equipment failure, utility or service interruptions, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), interference with the Sweepstakes by any party, or any federal, state, or local government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsors' control (each a "Force Majeure" event or occurrence), Sponsors shall have the right to modify, suspend or terminate the Sweepstakes or prize. Sponsors additionally reserves the right, in its sole and absolute discretion: (a) to modify, suspend or terminate the Sweepstakes should causes beyond Sponsors' control corrupt or interfere with the administration, integrity, operation, security or proper play of the Sweepstakes; or (b) to disqualify any entrant found to be, or suspected of: (i) tampering with the entry process or the operation of the Sweepstakes; (ii) acting in violation of these Official Rules; or (iii) acting in an un-sportsmanlike manner.

7. LIMITATION OF LIABILITY AND RELEASE: Harris Teeter, LLC, General Mills, Inc. 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. Sponsors may modify and amend these Official Rules as they may appear online from time to time during the Sweepstakes for clarification purposes without materially affecting the terms and conditions of the Sweepstakes.

8. RELEASES: By participating in the Sweepstakes, entrant agrees to release, discharge, indemnify and hold harmless the Sponsors, Administrator, and each of their respective directors, officers, employees, agents, successors and assigns (collectively, the "Released Parties") from and against any and all claims, liability, costs (including attorneys' fees), losses, damages, fines or injuries (up to and including bodily injury and death) of any kind arising out of or related to: (i) entrants' participation in the Sweepstakes (including travel to/from any Sweepstakes activity); (ii) any acceptance, possession, misuse or use of any prize (including, without limitation, losses, damages or injuries to entrant's or any other person's equipment or other property, or to their persons, including those arising from any travel to/from any prize event or activity); (iii) the Released Parties' violation of rights of publicity or privacy, claims of defamation or portrayal in a false light or based on any claim of infringement of intellectual property; and (iv) any typographical, human or other error in the printing, offering, selection, operation or announcement of any Sweepstakes activity and/or prize. By participating in the Sweepstakes, entrants release Sponsors and Released Parties from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with submitting a play or otherwise participating in any aspect of the Sweepstakes, the receipt, ownership or use of any prize awarded, or while preparing for, participating in or traveling to or from any prize related activity or any typographical or other error in these Official Rules or the announcement or offering of any prize. The winners shall bear all risk of loss or damage to their prize after it has been delivered. Sponsors and other Released Parties make no representations or warranties of any kind concerning the appearance, safety or performance of any prize. Except where prohibited by law, winner grants to Sponsors the right to print, publish, broadcast and use worldwide in any media now known or hereinafter known, the winner's name, address, voice, statement, picture or other likeness, without additional compensation, for public relations, advertising and promotional purposes as may be determined by Sponsors.

9. 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 Sponsors' sole and absolute discretion. The Official Rules will be available at: <https://www.harristeeter.com/current-sweepstakes> throughout the Sweepstakes Period.

10. NAME OF WINNERS: For the name of the winners, send a self-addressed, stamped envelope to be received by January 1, 2018 to: **WIN GENERAL MILLS CEREAL FOR A YEAR SWEEPSTAKES**, c/o Arrowhead, 1105 SE 8th Street, Grand Rapids, MN 55744.

11. SPONSORS: Harris Teeter, LLC, 701 Crestdale Road, Matthews, NC 28105 and General Mills, Inc., 1 General Mills Blvd., Minneapolis, MN 55426.

12. ADMINISTRATOR: Arrowhead Promotion & Fulfillment Co. Inc., 1105 SE 8th Street, Grand Rapids, MN 55744 ("Administrator").

13. GOVERNING LAW / LIMITATION OF LIABILITY: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants, Sponsors or the Released Parties in connection with the Sweepstakes will be governed by and construed in accordance with the internal laws of the State of North

Carolina, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other laws.

BY ENTERING THE SWEEPSTAKES, ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (A) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (B) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED TEN DOLLARS (\$10.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (C) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES NOT TO EXCEED TEN DOLLARS (\$10.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (D) ENTRANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

14. DISPUTE RESOLUTION: The parties each agree to finally settle all disputes only through arbitration; provided, however, the Sponsors shall be entitled to seek injunctive or equitable relief in the state and federal courts in Mecklenburg County, North Carolina and any other court with jurisdiction over the parties. In arbitration, there is no judge or jury and review is limited. The arbitrator's decision and award is final and binding, with limited exceptions, and judgment on the award may be entered in any court with jurisdiction. The parties agree that, except as set forth above, any claim, suit, action or proceeding arising out of or relating to this Sweepstakes shall be resolved solely by binding arbitration before a sole arbitrator under the streamlined Arbitration Rules Procedures of JAMS Inc. ("**JAMS**") or any successor to JAMS. In the event JAMS is unwilling or unable to set a hearing date within fourteen (14) days of the filing of a "Demand for Arbitration", then either party can elect to have the arbitration administered by the American Arbitration Association ("**AAA**") or any other mutually agreeable arbitration administration service. If an in-person hearing is required, then it will take place in Mecklenburg County, North Carolina. The federal or state law that applies to these Official Rules will also apply during the arbitration. Disputes will be arbitrated only on an individual basis and will not be consolidated with any other proceedings that involve any claims or controversy of another party, including any class actions; provided, however, if for any reason any court or arbitrator holds that this restriction is unconscionable or unenforceable, then the agreement to arbitrate doesn't apply and the dispute must be brought in a court of competent jurisdiction in Mecklenburg County, North Carolina. Sponsors agree to pay the administrative and arbitrator's fees in order to conduct the arbitration (but specifically excluding any travel or other costs of entrant to attend the arbitration hearing). Either party may, notwithstanding this provision, bring qualifying claims in small claims court.

15. ENTRY INFORMATION AND SWEEPSTAKES COMMUNICATION: As a condition of entering the Sweepstakes, each entrant gives consent for Sponsors to obtain and deliver his or her name, address and other information to third parties for the purpose of administering this Sweepstakes and to comply with applicable laws, regulations and rules. Any information entrant provides to Sponsors may be used to communicate with entrant in relation to this Sweepstakes or on a Sweepstakes winner's list.

16. MISCELLANEOUS: The invalidity or unenforceability of any provision of these Official Rules or the Affidavit will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules or the Affidavit is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsors' failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Entrants agree to waive any rights to claim ambiguity of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials, privacy policy or terms of use on any website, social media platform or application and/or the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsors' sole and absolute discretion.