TALK TO FOOD LION 2013 CUSTOMER PERCEPTION SURVEY
SWEEPSTAKES OFFICIAL RULES
No Purchase Necessary to Enter or Win
Purchasing Anything Will Not Improve Your Chances of Winning
Open only to legal residents of AL, DC, DE, FL, GA, KY, MD, NC, PA, SC, TN, VA and WV who are 21 years of age or older. Void where prohibited by law.

ELIGIBILITY: This Sweepstakes is open to residents of AL, DC, DE, FL, GA, KY, MD, NC, PA, SC, TN, VA and WV who are 21 years of age or older at time of entry. Employees of Food Lion Supermarkets ("Sponsor"), Questar, The Sweepstakes Center, (collectively, the "Sweepstakes Entities") and their affiliates, subsidiaries, advertising and promotion agencies, and such employees' immediate family members and/or persons living in the same household are not eligible. Anyone who attempts to defraud or in any way tamper with the sweepstakes will be deemed ineligible, and may be prosecuted to the full extent of the law. Void where prohibited or restricted by law.

HOW TO ENTER: No purchase necessary. There are two ways to enter: 1) by participating in the Talk to Food Lion 2013 Customer Perception Survey, or 2) by using the mail-in option. To enter by participating in the survey, from 12:00 am Eastern Time ("ET") on January 20, 2013, through 11:59 pm ET on November 9, 2013 (the "Sweepstakes Period"), each time you make a purchase at a participating Food Lion store you may receive an invitation which has a store number on it. If you receive one of these invitations, call the toll-free number listed or visit www.TalkToFoodLion.com to complete a short survey about your Food Lion shopping experience and be automatically entered in the sweepstakes. Even if the survey quota has been met, you will still be able to enter the sweepstakes.

NO PURCHASE OR SURVEY COMPLETION NECESSARY: To enter by mail, see the store manager for the 4-digit store number that will be required to take part in the sweepstakes. On a standard size postcard or 3" x 5" paper hand print the 4-digit store number along with your name, address, city, state, zip code, age and phone number and mail it to: Food Lion Sweepstakes, P.O. Box 16379, Rochester, NY 14616. Mail-In entries must be postmarked by 11/9/13 and received by11/16/13.

Limit of one entry per person per week by any/all methods of entry. Mechanically reproduced entries will not be honored. Any form of entry other than the ones described herein are void. Sweepstakes Entities and their respective agents are not responsible for incorrect, lost, late, misdirected, damaged, incomplete, illegible, or postage-due entries. Sweepstakes Entities are not responsible for computer system or phone line errors, software/hardware malfunctions, register tape printer or computer/scanner failures or malfunctions, cards scanned incorrectly, or other technical errors of any kind relating either to store equipment, Internet, telephone and/or Interactive Voice Response equipment used by the Sweepstakes Entities, or other errors, failures, or delays in transmission that are human, mechanical or technical in nature, or any combination thereof resulting from a participant entering any part of this sweepstakes. Sponsor reserves the right in its sole discretion to cancel or suspend the internet portion of this sweepstakes should a virus, bug, or other cause beyond the control of Sponsor corrupt the administration or proper conduct of the sweepstakes and in such event all automatic entries or internet entries submitted at the time of cancellation or suspension will be considered in the random drawing. In the event of a dispute over the identity of an online entrant, online entries will be deemed to have been submitted by the Authorized Account

Holder of the e-mail address submitted at 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 (such as a business or educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. In the event of a dispute over the ownership of an e-mail address, the prize will be awarded to the Authorized Account Holder of the designated e-mail address. This sweepstakes shall be governed by North Carolina law. By entering, participating or accepting any prize in this sweepstakes, you agree that North Carolina courts shall have exclusive jurisdiction over any dispute or litigation arising from or relating to this sweepstakes and that venue shall be only in Salisbury, NC. All entries become the property of the Sponsor.

RANDOM DRAWING: Winner will be selected in a random drawing on or about November 22, 2013, from among all eligible entries received. Odds of winning depend upon the total number of eligible entries received. All drawings will be conducted by The Sweepstakes Center ("Administrator"), an independent judging organization, whose decisions are final on all matters relating to this sweepstakes. No prize substitution is permitted except as specifically described in these rules. Winners will be notified by telephone and or mail. If a winner cannot be notified, for any reason beyond the control of Sponsor, his or her prize will be forfeited and awarded to an alternate winner.

PRIZES AND APPROXIMATE RETAIL VALUES: One (1) Grand Prize – $2,000.00 (two thousand dollars) awarded in the form of a check Prize consists solely of the item specifically listed. Upon the presentation or delivery to the winner, the check become the sole property and responsibility of the recipients and will not be replaced by Food Lion if it is lost or stolen. Total Retail Value of all Prizes is $2000.00. Prize is not transferable.

CONSUMER DISCLOSURE/AWARD RULES: In the event of inadvertent errors in the structure of, or printing of materials used in connection with, this sweepstakes, Sponsor reserves the right to terminate or amend this sweepstakes, in whole or in part, without prior notification and with immediate effect. In any such event, prize may be awarded based on entries received prior to date of termination or amendment.

LIABILITY: All federal, state, and local laws apply. By accepting a prize, each winner agrees to hold the Sweepstakes Entities, their subsidiaries and affiliates, and their respective directors, officers, employees, and assigns, harmless against any and all claims and liability arising out of acceptance, use, or misuse of the prize, and against any and all liabilities arising in whole or in part from participation in this sweepstakes. Entrants assumes all liability for any injury or damage caused, or claimed to be caused, by participation in this sweepstakes or acceptance, use, or misuse of any prize. By entering, participating or accepting the prize, entrants agree that Sponsor and/or Administrator have the sole right to decide all matters and disputes arising from this sweepstakes. By participating, entrants agree to be bound by these Official Rules and that the decisions of Sponsor and/or Administrator on all matters relating to this sweepstakes are final. Sweepstakes Entities are not responsible for any typographical or other errors in the printing of the Official Rules, administration of the sweepstakes, or announcement of prizes. All federal, state, and local taxes are the sole responsibility of each winner. Winner may receive an IRS Form 1099 for the retail value of the prize.

AFFIDAVIT OF ELIGIBILITY AND RELEASE: Each potential winner must execute an Affidavit of Eligibility/Release of Liability/Prize Acceptance Form within seven (7) days of

attempted notification. Failure to return the affidavit and release within this time period may result in disqualification of a potential winner, and an alternate winner may be selected. Acceptance of a prize constitutes permission to Sponsor and its agents to use each winner's name, photo, voice, biographical information, and likeness for purposes of advertising and trade without further compensation, unless prohibited by law.

RULES OR WINNER LIST: The Official Rules will be posted on the survey website. To receive an Official Winner List, send a stamped, self-addressed envelope to: Food Lion Sweepstakes, PO Box 16350, Rochester, NY 14616. All requests must be received by December 20, 2013 or will be considered void.

SPONSOR: Food Lion Supermarkets, 2110 Executive Drive, Salisbury, NC 28147
Administrator: The Sweepstakes Center, PO Box 16350, Rochester, NY 14616