

SpartanNash®
“Game On ”
Official Rules

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE OR PAYMENT WILL NOT INCREASE OR IMPROVE YOUR CHANCES OF WINNING.

Participants must have a Family Fare, D&W, VG’s, Family FreshMarket “yes Card” to participate.

- 1. ELIGIBILITY.** The “Game On ” Sweepstakes (the “Sweepstakes”) is only open to entrants who, as of the entry date, are permanent legal residents of Michigan, Minnesota, Nebraska, North Dakota, South Dakota, Iowa and Montana who are at least eighteen (18) years old (19 for Nebraska). The Sweepstakes is void outside the eligible Sweepstakes territory; and where prohibited or restricted by law. Employees, officers and directors of SpartanNash Company (“Sponsor”) and its subsidiaries, affiliates, divisions, advertising and promotion agencies, and the immediate families (defined as parents, spouses, children, siblings, grandparents, and their respective spouses) or members of the same household (whether related or not) are not eligible to win. The Sweepstakes, and any website pages and advertisements relating thereto, is intended for viewing only within the eligible sweepstakes territory, and entrants must be present in the eligible Sweepstakes territory at the time they enter.
- 2. TIMING.** The Sweepstakes entry period begins at 12:01 a.m. Central Daylight Savings Time (“CDST”) on September 18, 2016 and ends at 11:59 p.m. CDST on October 22, 2016 (the “Entry Period”). Sponsor’s (or its designee’s) computer is the official timekeeping device for the Sweepstakes.
- 3. HOW TO ENTER.** During the Entry Period, entrants must:

a. Enter the Sweepstakes in one of two ways, either by using your purchasing 1 Weber BBQ Sauce or Weber Seasoning with yes Card at a checkout register at a participating Michigan Family Fare's, D&W's and VG's, Wisconsin Family Fresh Market's, Minnesota Family Fare's and Family Fresh Market's, North Dakota Family Fare's, Nebraska Family Fare's and Family Fresh Market, South Dakota Family Fresh Market and Participating grocery stores are:

BANNER	ADDRESS	City	ST	ZIP
Family Fare Supermarkets	1148 28th St. SW	Wyoming	MI	49509
Family Fare Supermarkets	9479 Riley St.	Zeeland	MI	49464
Family Fare Supermarkets	2275 Health Drive SW	Wyoming (Metro)	MI	49519
Family Fare Supermarkets	5221 Cherry Ave.	Hudsonville	MI	49426
Family Fare Supermarkets	2245 84th St. SW	Byron Center	MI	49315
Family Fare Supermarkets	993 Butternut Dr.	Holland	MI	49424
Family Fare Supermarkets	1185 S. Washington	Holland (S. Wash)	MI	49423
Family Fare Supermarkets	6370 Lake MI Dr.	Allendale	MI	49401
Family Fare Supermarkets	6480 28th Ave.	Hudsonville	MI	49426
Family Fare Supermarkets	1225 Leonard NE	Gr. Rapids	MI	49505
Family Fare Supermarkets	6127 Kalamazoo SE	Kentwood	MI	49508
Family Fare Supermarkets	2755 Lake MI Dr. NW	Gr. Rapids	MI	49504
Family Fare	565 S. State St.	Sparta	MI	49345

Supermarkets				
Family Fare Supermarkets	1181 W. Randall	Coopersville	MI	49404
Family Fare Supermarkets	5241 Northland Drive	Gr. Rapids	MI	49525
Family Fare Supermarkets	4144 US 31 South	Traverse City	MI	49685
Family Fare Supermarkets	905 E. 8th Street	Traverse City	MI	49684
Family Fare Supermarkets	1002 Forest Avenue	Frankfort	MI	49635
Family Fare Supermarkets	211 S. Division	Bellaire	MI	49615
Family Fare Supermarkets	1057 US 31 South	Manistee	MI	49660
Family Fare Supermarkets	602 S Mitchell	Cadillac	MI	49601
Family Fare Supermarkets	3561 W Hghtn Lk Dr POB 699	Houghton Lk	MI	48629
Family Fare Supermarkets	100 S. Bradley Hwy.	Rogers City	MI	49779
Family Fare Supermarkets	992 S. Main	Cheboygan	MI	49721
Family Fare Supermarkets	2626 N. M-33, POB 480	Rose City	MI	48654
Family Fare Supermarkets	111 Captain's Corner M66	Charlevoix	MI	49720
Family Fare Supermarkets	619 N. Williams	Mancelona	MI	49659
Family Fare Supermarkets	305 Morenci, POB 549	Mio	MI	48647
Family Fare	2206 S. M-76, POB	West Branch	MI	48661

Supermarkets	145			
Family Fare Supermarkets	829 W. Main, POB 580	Gaylord	MI	49734
Family Fare Supermarkets	2470 S. I-75 Bus. Loop	Grayling	MI	49738
Family Fare Supermarkets	784 S. Cedar, POB 940	Kalkaska	MI	49646
Family Fare Supermarkets	240 S. Lake, POB 873	East Jordan	MI	49727
Family Fare Supermarkets	5105 Co. Rd 612, POB 40	Lewiston	MI	49756
Family Fare Supermarkets	409 N. Fifth St. Drawer B	Roscommon	MI	48653
Family Fare Supermarkets	430 N. Lake St.	Boyne City	MI	49712
Family Fare Supermarkets	5463 N. Huron Rd.	Oscoda	MI	48750
Family Fare Supermarkets	533 S. Main St.	Standish	MI	48658
Family Fare Supermarkets	1570 N. Clare Ave.	Harrison	MI	48625
Family Fare Supermarkets	1204 State St.	Gladwin	MI	48624
D & W Fresh Market	1163 U.S. 31 North	Petoskey	MI	49770
Family Fare Supermarkets	425 East M-28	Munising	MI	49862
Family Fare Supermarkets	699 US 2	St. Ignace	MI	49781
Family Fare Supermarkets	4284 I-75 Bus. Spur	S.S. Marie	MI	49783
Family Fare	2026 N. Saginaw	Midland	MI	48640

Supermarkets				
D & W Fresh Market	1116 Robbins Road	Grand Haven	MI	49417
D & W Fresh Market	1814 Breton Rd SE	Gr. Rapids (Breton Vlg)	MI	49506
Family Fare Supermarkets	201 Marcell Dr NE	Rockford	MI	49341
D & W Fresh Market	6425 28th St., SE	Gr. Rapids (Cascade)	MI	49546
D & W Fresh Market	50 Douglas Ave.	Holland	MI	49424
D & W Fresh Market	2103 Parkview Ave.	Kalamazoo (Parkview)	MI	49008
D & W Fresh Market	2181 Wealthy St. SE	Gr. Rapids (Gaslight Vllg)	MI	49506
D & W Fresh Market	9375 Cherry Valley Av SE	Caledonia	MI	49316
Family Fare Supermarkets	3960 44th St., SW	Grandville	MI	49418
Family Fare Supermarkets	2900 Burlingame Ave SW	Wyoming (Burlingame)	MI	49509
Family Fare Supermarkets	4325 Breton Road SE	Gr. Rapids	MI	49512
Family Fare Supermarkets	1415 E Fulton St.	Gr. Rapids	MI	49503
D & W Fresh Market	525 Romence Road	Portage	MI	49024
Family Fare Supermarkets	1965 Baldwin St.	Jenison	MI	49428
D & W Fresh	2022 Apple Orchard	Grand	MI	49525

Market	Ave.	Rapids		
D & W Fresh Market	151 W. Grand River	Williamston	MI	48895
Family Fare Supermarkets	45 East Columbia	Battle Creek (Lakeview)	MI	49015
VG's Grocery	2400 W. Grand River	Howell	MI	48843-8585
VG's Grocery	18005 Silver Parkway	Fenton	MI	48430-3421
VG's Grocery	1520 W. Caro	Caro	MI	48723-9260
VG's Grocery	710 S. Mill	Clio	MI	48420-1491
VG's Grocery	1390 N. Leroy	North Fenton	MI	48430-2762
VG's Grocery	7461 N. Genesee	Genesee	MI	48437-0245
VG's Grocery	8503 Davison	Davison	MI	48423-2116
VG's Grocery	9870 E. Grand River	Brighton	MI	48116-3129
VG's Grocery	1341 N. M-52	Owosso	MI	48867-1232
VG's Grocery	6764 S. River	Marine City	MI	48039-2252
VG's Grocery	40832 Ryan	Sterling Hts.	MI	48310-1716
Family Fare Supermarkets	410 N. Marshall	Coldwater	MI	49036
Family Fare Supermarkets	1525 W. Michigan Ave.	Urbandale	MI	49017
Family Fare	103 N. Grove St.,	Delton	MI	49046

Supermarkets	Delton			
Family Fare Supermarkets	56151 South M-51	Dowagiac	MI	49047
Family Fare Supermarkets	1603 Capital, NE	Battle Creek (Pennfield)	MI	49017
Family Fare Supermarkets	847 S. Kalamazoo Ave	Paw Paw	MI	49079
Family Fare Supermarkets	902 W. State Street	Hastings	MI	49058
Family Fare Supermarkets	1406 North Eaton	Albion	MI	49224
Family Fare Supermarkets	1411 S. Main	Eaton Rapids	MI	48827
Family Fare Supermarkets	15900 W. Michigan Ave	Marshall	MI	49068
Family Fare Supermarkets	120 W. Prairie	Vicksburg	MI	49097
Family Fare Supermarkets	1100 13th Ave East	West Fargo	ND	58078
Family Fare Supermarkets	2605 8th St S	Moorhead	M N	56560
Family Fare Supermarkets	3175 25th Street S	Fargo	ND	58103
Family Fare Supermarkets	724 N University Dr	Fargo	ND	58102
Family Fare Supermarkets	446 18th Street West	Dickinson	ND	58601
Family Fare Supermarkets	302 1st Street East	Dickinson	ND	58601
Family Fare Supermarkets	1283 Roughrider Rd	Dickinson	ND	58601
Family Fresh	303 South Main	River Falls	WI	54022

Market	Street			
Family Fresh Market	115 Elm Street	Farmington	M N	55024
Family Fresh Market	612 S Minnesota Ave 502 S Minnesota Ave	St. Peter	M N	56082
Family Fresh Market	2351 Coulee Rd	Hudson	WI	54016
Family Fresh Market	3920 Second Avenue	Kearney	NE	68847
Family Fresh Market	751 Mount View	Rapid City	SD	57702
Family Fare Supermarkets	5101 Harrison	Omaha	NE	68157
Family Fare Supermarkets	5019 Grover St	Omaha	NE	68106
Family Fare Supermarkets	238 South 8th Street	Omaha	NE	68008
Family Fare Supermarkets	820 North Saddle Creek Road	Omaha	NE	68132
Family Fare Supermarkets	1230 North Washington	Papillion	NE	68046
Family Fare Supermarkets	1221 S 203rd Street	Omaha	NE	68130
Family Fare Supermarkets	14444 W Center Rd	Omaha	NE	68144
Family Fare Supermarkets	1801 Valley View Drive	Council Bluffs	IA	51503
Family Fare Supermarkets	3026 South 24th Street	Omaha	NE	68108
Family Fare	5110 S 108th St	Omaha	NE	68137

Supermarkets				
Family Fare Supermarkets	2650 N 90th St	Omaha	NE	68134
Family Fare Supermarkets	3003 108th St	Omaha	NE	68164
Family Fare Supermarkets	1510 Harlan Drive	Bellvue	NE	68005
Family Fare Supermarkets	7402 North 30th Street	Omaha	NE	38112

b. To enter via one of both of the following methods, you must:

i. **Enter by yes Card:** When you visit a participating Family Fare, D&W, VG's, Family Fresh Market, present your yes Card at the checkout station and scan it before your first item is scanned. If you fail to scan your yes Card before your first item is scanned, you will have to void the transaction and start from the beginning; or

ii. **Enter by Mail:** To enter the Sweepstakes without using your yes Card at check out and receive one Sweepstakes entry, hand print your name, complete mailing address, telephone number, & age on a plain 3"x 5" piece of paper & mail it in a sealed envelope to: "Game On" Winners List Request," c/o SpartanNash, 850 76th St SW PO Box 8700, Grand Rapids, MI 49518-8700. Enter as often as you wish by mail, but each entry must be mailed separately to be received by October 21, 2016. No photocopied, computer generated facsimiles, mechanically reproduced, or mass entries permitted.

Limit one (1) Submission per person per visit to a participating store during the Entry Period. You may have multiple visits to a participating store in a day. You may submit as many mail in entries as you wish. Each participant must use his or her own yes Card

and be owner of that yes Card account. Only fully completed entries are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor.

To get a yes Card, visit a participating Family Fare, D&W, VG's, Family Fresh Market store and fill out a yes Card account application, or visit shopfamilyfare.com to apply on-line. Once an account is created your yes Card is active and ready to use, simply scan your card or enter your registered phone number at checkout. A yes Card or a registered phone number are required to utilize your yes account. Yes Cards are free and there is no cost to apply for one.

6. AGREEMENT TO OFFICIAL RULES AND DECISIONS. By participating in the Sweepstakes, each entrant fully and unconditionally agrees to be bound by and accepts these Official Rules and the decisions of Sponsor (including, without limitation, decisions regarding eligibility of entries, the selection of entrants and the winner, and the awarding of the prizes), which are final and binding in all respects.

7. PRIZES. Subject to the terms and conditions of these Official Rules, (3) Three first prize winner will be awarded in this Sweepstakes. The each first prize winner will receive **(4) Suite Tickets to the November 11, 2016 University of Michigan vs University of Maryland football game. Food, drinks and parking pass included.** The prizes will be delivered via mail. **All Prizes:** Prizes are nontransferable, nonassignable, nonnegotiable, and not redeemable for cash or credit. Prizes must be accepted as awarded. No prize substitutions, except by Sponsor, who reserves the right (but has no obligation) to substitute a prize (or a component thereof) with another prize of equal or greater value (including cash) if the prize (or a component thereof) is not available for any reason as determined by Sponsor in its sole discretion. Unused components of the prize shall be forfeited and have no redeemable cash value. Winner is solely and fully responsible for any and all costs, fees, taxes, assessments and expenses associated with prize award, redemption, receipt and use, including, without limitation, all

federal, state and local taxes on the prize. Winner will be issued an IRS Form 1099 for the actual retail value of the prize. Winner waives the right to assert as a cost of winning a prize any and all cost of verification and redemption or travel to redeem the prize. Non-compliance with any of the foregoing and any other condition of this Sweepstakes may result in disqualification and forfeiture of prize, in which case, no consideration will be awarded.

8. DRAWING; ODDS; NOTIFICATION. Grand prizes: On or Monday, October 24, 2016 at 12:00 p.m. (noon) The prize winners will be selected from either Michigan, Minnesota, Nebraska, North Dakota, South Dakota stores. Odds of winning the prize depend on the number of eligible entries received by Sponsor in the Sweepstakes. The selected entrant must comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. The potential winners will be contacted by telephone. Sponsor will have complete discretion over interpretation of the Official Rules, of administration of the Sweepstakes, and of selection of the winners. Decisions of the Sponsor as to the selection of the winners will be final. Potential winners will be required to respond to the Sponsor's direct message with their full name and a valid e-mail address in the timeframe indicated in the prize notification (likely within forty-eight (48) hours. Potential winners may be required to execute and return to Sponsor a notarized Affidavit of Eligibility, a Liability Release, and, except where prohibited by law, a Publicity Release (an "Affidavit/Release") in the form(s) provided by Sponsor in order to claim his/her prize. The Affidavit/Release must be returned to Sponsor by the date and/or time indicated within the Affidavit/Release. If the potential winner cannot be contacted within seven (7) days of the first attempt to contact him/her, or if the potential winner fails to return the Affidavit/Release within the specified time, or such potential winner fails to call the verification number and provide the requested verification/fulfillment information within seven (7) days of the win notification call or text message, or if any prize or prize notification is returned as undeliverable, or if the potential winner is found to be

ineligible, or if the potential winner does not comply with the Official Rules, then the potential winner may be disqualified and an alternate winner selected by Sponsor in his/her place at random from among all eligible non-winning entries received by Sponsor for the Sweepstakes. In such event, an alternate potential prize winner will be notified as described above and will be required to return the required documents to Sponsor as described above; provided, however, Sponsor may alter the above timing to meet its Sweepstakes schedule.

9. PUBLICITY. Except where prohibited by law, participation in the Sweepstakes constitutes each winner's consent to Sponsor's (and its designees', successors' and assigns') use of winner's name, biography, likeness, voice, photographs, video, opinions, statements, hometown, state and country for promotional purposes in any manner or media (including, without limitation, online), worldwide, in perpetuity, and without further payment, consideration, notice, review or consent.

10. GENERAL CONDITIONS. Sponsor reserves the right, in its sole discretion, to terminate, modify or suspend the Sweepstakes if, in Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if viruses, bugs, unauthorized intervention, fraud, technical difficulties or failures or any other factor beyond Sponsor's reasonable control corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes. In such event, Sponsor reserves the right (but does not have the obligation) in its sole discretion to award the prize at random from among eligible, non-suspect entries received up to the time of suspected impairment. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately damage any website or undermine the legitimate operation of this Sweepstakes is a violation of criminal and civil laws, and, should such an attempt be made, Sponsor reserves the right to

seek damages and other remedies 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 provision or any other provision of these Official Rules.

11. RELEASE. By entering, each entrant forever and irrevocably releases and holds harmless Sponsor and its parents, subsidiaries and affiliates, and their respective agents, advertising and promotion agencies, affiliates, Sweepstakes partners and prize suppliers, and all of their respective employees, officers, directors, shareholders and agents (together, the "Sweepstakes Entities") from and against all claims, damages or liabilities arising in whole or in part, directly or indirectly, from entrant's participation and/or entry in the Sweepstakes and/or entrant's award, receipt or use of any prize awarded in the Sweepstakes.

12. LIMITATIONS OF LIABILITY. Sponsor is not responsible for: (a) incorrect or inaccurate transcription of entry information or late, lost, stolen, unintelligible, illegible, damaged, mutilated, altered, incomplete, postage due or misdirected entries or entries received through impermissible or illegitimate channels, all of which will be disqualified; (b) technical failures of any kind, including but not limited to the malfunctioning of any telephone, wireless, mobile, texting or computer online systems, networks or lines, telephone, wireless, mobile, texting or computer equipment, website, server provider, network, hardware or software; (c) the unavailability or inaccessibility of any website or service, including, without limitation, telephone, wireless, mobile, texting or computerized service; (d) unauthorized intervention in any part of the entry process or the Sweepstakes; (e) printing, typographical, electronic or human errors which may occur in the offer or administration of the Sweepstakes or the processing of entries; or (f) any injury or damage to persons or property, including but not limited to entrant's computer or wireless device, which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes, or from viewing, playing or downloading any material from Sponsor's website(s), regardless of whether the material was prepared by Sponsor or a third party, and

regardless of whether the material is connected to Sponsor's websites by a hypertext link.

13. DISPUTES. Entrant agrees that: (a) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded shall be resolved individually, without resort to any form of class action, and solely and exclusively in federal or state courts located in Grand Rapids, Michigan; entrant submits to sole and exclusive personal jurisdiction to said courts in the State of Michigan for any such dispute and irrevocably waives any and all rights to object to such jurisdiction; (b) any and all claims, judgments, and awards shall be limited to actual out of pocket costs incurred, including costs associated with entering this Sweepstakes but in no event attorneys' fees; and (c) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant or Sponsor in connection with the Sweepstakes shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules of provisions (whether of the State of Michigan, the United States, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

14. DATA COLLECTION. Sponsor and its designees collect, use, and disclose any personal information you provide to them through this Sweepstakes as set forth in Sponsor's privacy policy located at <https://www.spartannash.com/privacy>. Without limiting the foregoing in anyway, Sponsor may use your personal information to (a) administer this Sweepstakes and (b) for market research and for other marketing purposes.

Sponsor and its designees may share this information with third parties who need access to this information to perform services on Sponsor's behalf. Sponsor may also share this information with select marketing partners, who may use it to contact you with information and offers they believe will be of interest to you.

15. OFFICIAL RULES. These Official Rules are available at Sponsor's website located at www.spartannash.com at the Sweepstakes section of the website, or by sending a self-addressed postage-stamped envelope to "Game On " Sweepstakes – Rules Request," c/o SpartanNash, 850 76th St SW PO Box 8700, Grand Rapids, MI 49518-8700.

16. WINNERS' LIST. To request a list of the Sweepstakes winners, send a self-addressed postage-stamped envelope to "Game On" Sweepstakes - Winners List Request, c/o SpartanNash, 850 76th St SW PO Box 8700, Grand Rapids, MI 49518-8700. Requests must be received by October 28, 2016

17. SPONSOR. The sponsor of the Sweepstakes and the address at which the Sponsor may be contacted is SpartanNash, 850 76th St SW PO Box 8700, Grand Rapids, MI 49518-8700 and 7600 France Avenue South, Edina, MN 55435. Sponsor reserves the right to cancel the Sweepstakes at any time and substitute another promotion in its place.

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