

**SPARTANNASH
YES EMAIL SUBSCRIBERS
EMAIL SWEEPSTAKES**

Official Rules

1. **NO PURCHASE NECESSARY TO PARTICIPATE OR WIN A PRIZE:** Participants do not have to make a purchase at any of the Sponsor's stores, including those listed in Rule 2, to participate or to receive the prize. Subject to all federal, state and local laws.

2. **PROMOTION PERIOD:** The Sweepstakes begins at or about 12:00 PM Central Time ("CT") on June 4, 2017 and ends at 11:59:59 PM CT on July 29, 2017 ("Promotion Period"). The Sponsor's computer is the Sweepstakes' official clock.

3. **HOW DO I ENTER?** Subscribe to the "yes" email alerts, via online and be entered to win a \$50 gift card. By subscribing to the email you will be entered to win a \$50 gift card – all email subscriptions, new and old, will be eligible to win.

To enter via online:

1. Visit your banner store website (Family Fare, VG's Grocery, Family Fresh Market, D&W Fresh Market)
 2. Sign up or log into your yes account
 3. Navigate to the preferences tab and select to subscribe to emails.
- If you participate via your wireless phone, message and data rates may apply. Please consult your wireless-service provider regarding its message and data pricing plans.
 - Entries will be limited to one (1) email entry per person (regardless of whether one (1) person has more than one (1) email account, more than one (1) Mobile Device or more than one (1) person use the same Mobile Device). Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions and interpretations, which are final and binding in all matters related to the Promotion. Participants who do not comply with these Official Rules or attempt to interfere with the conduct of this Sweepstakes in any way shall be disqualified.

4. **HOW DO I WIN?** Ten (10) winners will be selected in a random weekly drawing from among all subscribers to the email alerts. Weekly drawings will be once a week, starting on or around June 11, and running weekly for a total of 8 weeks ending on July 29. You do not need to be present in store to win. Potential winner will be notified by a SpartanNash representative via email on or after the day of the drawing. Potential winners must respond to such notification within seven (7) days after notification. If a potential winner fails to respond within seven (7) days or declines to accept the prize, the potential winner will be disqualified, and Sponsor will select an alternate winner from the remaining entries during the following weeks drawing. If, for any reason, more Prize notifications are communicated than the number of Prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the Prize through a random drawing from among all eligible Prize winners so notified. By participating, participants and winner release Sponsor, their parents, subsidiaries and affiliates and the officers, directors, employees and agents of each from any and all liability of any kind for any loss, harm, damage, personal injury and/or

death, arising out of participation in this Sweepstakes and/or the acceptance, use or misuse of the prize, and grant permission to Sponsor to use winner's name, address, city and state for advertising, trade and promotional purposes in all media without additional compensation or notice wherever lawful. All federal, state and local taxes, if any, and any other expenses on the receipt and use of the prize are solely the winner's responsibility. Sponsor reserves the right, at its sole discretion, to cancel, terminate or suspend this Sweepstakes should an unauthorized intervention or other cause beyond its control affect the administration, proper play or conduct of the Sweepstakes.

5. **WHAT CAN I WIN?** Eighty (80) prize recipients will receive one (1) \$50 gift card (total retail value: \$4,000.00). No Prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of a Prize or force majeure. Delivery of prize will be to recipient's address and therefore requires a street (U.S. Mail) address.

6. **AM I ELIGIBLE?** The Sweepstakes is open to residents of Michigan, Nebraska, Iowa, North Dakota, Wisconsin and Minnesota

who are at least eighteen (18) years old at the time of entry (19 for Nebraska). Employees (and their families, and members of their households, whether or not related) of SpartanNash, its affiliated companies and the competitors of each are not eligible to receive a prize. To learn the identity of prize recipient (available after July 29, 2017), send a self-addressed, stamped envelope to: c/o SpartanNash, 850 76th St SW PO Box 8700, Grand Rapids, MI 49518-8700. All requests must be received by August 5, 2017 by 12pm central time.

7. **WHAT ARE MY ODDS OF WINNING?** Odds of being selected in the random drawing will be determined by the number of entries received.

8. **HOW ARE DISPUTES RESOLVED?** Each participant agrees that: (1) any and all disputes, claims, and causes of action arising out of or in connection with this promotion, or any prize awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within Kent County, Michigan, (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs

associated with entering this promotion, but in no event attorneys' fees; and (3) under no circumstances will a participant be permitted to obtain awards for, and each participant hereby waives all rights to claim punitive, incidental, or consequential damages, any other damages other than actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participants and the Sponsor in connection with the promotion, 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 or provisions (whether of the State of Michigan or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than the State of Michigan.

9. **DATA PRIVACY:** Information participants provide to Sponsor will be used to communicate with participants in relation to this Sweepstakes as well as to contact participants at a later date with respect to products or services which the Sponsor believes may be of interest to

them. Personal information will be handled in accordance with Sponsor's privacy policy available at www.shopfamilyfare.com, www.shopdwfreshmarket.com, www.familyfreshmarket.com or www.shopvgs.com.

10. SPONSOR: This Sweepstakes is sponsored by SpartanNash, 850 76th Street Southwest, P.O. Box 8700, Grand Rapids, MI 49518-8700. Sponsor reserves the right to cancel this Sweepstakes at any time and substitute another promotion in its place.

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