

PLEASE KEEP A COPY OF THESE CONTEST RULES AT THE CUSTOMER SOLUTION CENTER FOR THE DURATION OF THE PROMOTION

STOP & SHOP/NE – NEW ENGLAND PATRIOTS TICKETS AND PARTY SWEEPSTAKES
OFFICIAL RULES

1. **NO PURCHASE NECESSARY TO WIN.** Two ways to enter: (a) for automatic entry, use your Stop & Shop® Card when making the following purchases: see below (excludes purchases of alcoholic beverages, tobacco products, prescriptions, any customer service center purchases (such as but not limited to Western Union, money orders, lottery tickets, postage stamps, and/or commuter passes purchases), gasoline purchases and gift card purchases) at a participating Stop & Shop store, OR (b) print your name, address (including zip code), home and work telephone numbers and the store location at which you shop on an official entry form (where applicable), available at the Customer Solutions Center, or on a postcard, and mail to: STOP & SHOP/NEW ENGLAND PATRIOTS TICKETS AND PARTY SWEEPSTAKES, 1385 Hancock Street, Quincy, MA 02169, Attn: Judi Palmer.
2. **LIMIT ONE ENTRY PER PERSON OR HOUSEHOLD PER DAY BY ANY MEANS.** The Sweepstakes runs from 10/06/2011 to 11/04/2012. All mail-in entries must be postmarked by 11/04/2011 and received by 11/11/2011. Limit one entry per outer post-marked envelope. No mechanically reproduced entries accepted. Sponsors not responsible for computer system, network, hardware, software or program malfunctions, or other errors, failures or delays in electronic transmissions or network connections that are human or technical in nature, or for lost, late, illegible, incomplete, mutilated, postage due, or misdirected entries, which will be disqualified. By entering this sweepstakes, entrants accept and agree to be bound by these rules and the decisions of Sponsors, which shall be final on all matters. By entering this sweepstakes, entrants accept and agree to be bound by these rules and the decisions of the judges, which shall be final on all matters. All entries received after valid dates are void and ineligible for prize. All mail-in entries become the property of Sponsors and will not be returned; none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor.
3. **PRIZE AND ODDS OF WINNING:** Seventy-five (75) Winners will receive two (2) tickets to the Patriots home game scheduled for 1/1/2012 including a tailgate party at Gillette Stadium (approximate retail value of each 2-ticket prize is \$750.00). One (1) Winner will receive a fully-catered party at his/her home for up to 50 people for the Patriots game of Dec. 11 or Dec. 18, 2011 (final date to be determined by Sponsor). One (1) Patriots Alumni player selected by the team will attend to watch the game (approximate retail value of prize is \$2,000.00). Four (4) Winners will receive a Patriots team autographed football (approximate retail value of prize is \$1,000.00). Ten (10) Winners will receive a \$100 Stop & Shop gift card. Ticket winners must claim prize by 12/09/11. Tailgate winner must claim prize by 12/08/11. Football winner must claim prize by December 23, 2011. Gift card winners will receive their Gift Card in the mail. No substitution of any prizes offered, no transfer of a prize to a third party is permitted and non-cash prizes may not be redeemed for cash value, except Sponsor at its sole discretion may substitute prize of equal or greater value. Odds of winning will depend upon the number of eligible entries received.
4. **DRAWING:** Winner will be selected in a random drawing to be conducted on or about 11/18/11 from among all eligible entries received, to be conducted by Stop & Shop, whose decisions are final in all matters relating to this promotion. Odds of winning will depend upon the number of eligible entries received. Winners will be notified by phone or by mail on or about 11/25/11 and may be required to execute and return an Affidavit of Eligibility/Liability/Publicity Release within 7 days after notification date or prize may be forfeited. If prize notification is returned as undeliverable or winner cannot be located or does not respond by deadline date, an alternative winner will be chosen and prize will be awarded if time allows.

5. **ELIGIBILITY:** Open to legal U.S. residents of MA, CT, RI, NH, 18 years or older at time of entry. Employees, officers and directors (and their immediate family or household members, whether or not related) of The Stop & Shop Supermarket Company LLC, National Football League, NFL Enterprises, LLC, New England Patriots LLC, the relevant NFL entities, and their respective parent companies, subsidiaries, affiliates, advertising or promotional agencies, and dealers (the "Promotion Partners") are not eligible to participate. Void where prohibited, taxed or otherwise restricted by law. All federal, state and local laws and regulations apply. No groups, clubs, or organizations may participate in this offer or reproduce or distribute any portion of these rules or entry forms to their members. By entering the Sweepstakes, each participant agrees to abide by and be bound by these Official Rules and the decisions of the Sponsors, which shall be final and binding. Entry constitutes winner's permission for Sponsors to use their name, photograph and/or voice recordings for publicity purposes, in any and all media, without additional compensation or permission except where prohibited by law. All Federal, State and Local laws and regulations apply. All taxes, and any other fees and expenses not specified associated with receipt or use of the prize, are the sole responsibility of the winner. No substitutions permitted. Prize will only be awarded if winner complies with official rules. Entry constitutes winner's permission to use their name, photograph and/or voice recordings for publicity purposes, in any and all media, without additional compensation or permission except where prohibited by law. For purposes of determining eligibility and awarding prize, entries made via the Stop & Shop Card will be declared made by the authorized account holder.
6. **GENERAL CONDITIONS:** All entrants agree to release and forever discharge the Promotion Partners, and their respective distributors, advertising, promotion and advertising agencies and their affiliates and subsidiaries and the respective employees, directors and officers of the foregoing entities from any and all claims, demands, losses and liabilities, of any nature whatsoever, which they may now or hereafter assert, including but not limited to, claims for injury, death, damages, or illness arising out of or claimed to be arising out of sweepstakes entry, prize acceptance, or use or misuse of the prize. Sponsors and their agents are not responsible for any printing or other errors in sweepstakes related material. Sponsors reserve the right, in their sole discretion, to cancel or suspend this Sweepstakes and award the prizes in a random drawing from among all eligible entries received prior to such action, should causes beyond the control of Sponsors corrupt the administration, security, or proper play of the Sweepstakes. Information provided by the consumer will be used solely for the purposes of this Sweepstakes and will not be rented, sold, or relinquished. Each of Promotion Partners undertakes no liability or responsibility, and makes no warranties, express or implied, with respect to the performance of the prize(s) awarded, for any failure to perform or negligent performance of any service provider, or for any other risk, incident or damage, direct or indirect, relating to or arising out of the sweepstakes, including (but not limited to) cancellations, postponements, delays or other scheduling changes; missed events or connections or inability of winner to attend; and accident, injury, death, damage or expense arising from or occurring during the use of the prize, or travel to/from or attendance at any event relating to the sweepstakes, by the winner and/or winner's guest(s). Promotion Partners are not responsible for damage to a prize or loss of a prize after the prize has been claimed.
7. **WINNERS' LIST:** To obtain a winner's list, send a stamped, self-addressed (#10) envelope to: STOP & SHOP/NEW ENGLAND PATRIOTS TICKETS AND PARTY SWEEPSTAKES Stop & Shop Marketing Department: Patriots Winners List, 1385 Hancock Street, Quincy, MA., 02169, between 12/9/11 and 12/23/11.
8. **SPONSOR:** The Stop & Shop Supermarket Company LLC, 1385 Hancock Street, Quincy, MA 02169. Trademarks and logos associated with The Stop & Shop Supermarket Company LLC, National Football League, NFL Enterprises, LLC, and the relevant NFL entities are registered with the U.S. Patent and Trademark Office. Contest not produced or executed by any NFL entity. Other product names mentioned herein may be trademarks and/or registered trademarks of their respective companies. ©2011. All rights reserved.

Participating Items:

Bic Flamedisk or Bic Multipurpose Lighter

Voila! Alfredo Chicken, Cheesy Chicken or Garlic Chicken, 42 oz pkg

Coke 12 pack/12 Oz cans

Powerade 8 pk/20 Oz, all varieties

Fuze & Gold peak 18.5 oz pkg

Freschetta Simply Inspired Pizza—Naturally Rising Crust, Flatbread, Brick Oven or California Style Pizza, 12.55-28.01 Oz Pkg

Kingsford Match Light Charcoal, 12.5 Lb or Kingsford Charcoal, 16.6 Lb Bag

McIlhenny Co. Tabasco Sauce, Red or Chipotle, 5 fl. Oz. bottle

Nabisco Snack Crackers, Select Varieties, 5.5-10 Oz. Box

Wise Potato Chips. 8.5 Oz to 10 Oz. Bag, all varieties