

THE GREAT VIC VOYAGE III SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO WIN and purchase does not increase your chances of winning. Void where prohibited. Sweepstakes open only to legal residents of Delaware, Georgia, Maryland, North Carolina, South Carolina, Tennessee, Virginia and Washington DC who are 21 years of age or older as of December 16, 2008. Contest Ends December 16, 2008.

1. HERE'S HOW TO ENTER:

VIC Card Use. Customers will automatically receive one entry if they scan their Harris Teeter Very Important Customer (VIC) card sixteen (16) out of eighteen (18) Harris Teeter weeks (Harris Teeter weeks run Wednesday to Tuesday), between August 13, 2008 and December 16, 2008 at any participating Harris Teeter stores in Delaware, Georgia, Maryland, North Carolina, South Carolina, Tennessee, Virginia or Washington DC. Customers who meet this criteria will be entered to win for the participating Harris Teeter store where they scan their VIC card the most times between August 13, 2008 and December 16, 2008. Ties resulting from equal VIC card usage at different stores will default to the lower Harris Teeter store number. Limit one entry per customer household.

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 in the Sweepstakes.

Entry by Mail. In lieu of the VIC Card-use entry method, you may also enter simply by hand-printing your name, complete address (including city, state and zip code), day and evening phone numbers, age and Harris Teeter store location and store number on a single 3" X 5" card (the "Mail-In Entry") and mailing it to: Harris Teeter Great VIC Voyage III Sweepstakes, Harris Teeter, Inc., P.O. Box 10100, Matthews, NC 28106. Participants who use the entry by mail option will be limited to one entry per customer household. This one entry will be designated for the store that is listed on the mail-in entry. Entries with no store location listed will be discarded. No purchase or ownership or use of a VIC Card is necessary to enter by mail. Customers are limited to one (1) Mail-In Entry, per household and only one Mail-In Entry per envelope. Only original hand printed Mail-In Entries are eligible. Mechanically reproduced Mail-In Entries will not be accepted. Any Mail-In Entry received in excess of the one request will not be entered into the drawing. All Mail-In Entries become the exclusive property of Harris Teeter and will not necessarily be acknowledged or returned.

2. RANDOM DRAWING: The winner will be chosen in a random drawing from all qualified entries received on or about December 19, 2008. Chance of winning depends on total number of qualified eligible entries received. Decisions of the judges are final. The prize will be awarded and the winner notified by telephone. All entries must be received by midnight on December 18, 2008 in order to be eligible.

3. PRIZE AND APPROXIMATE VALUE:

Grand Prize - One (1) customer will be selected from each participating Harris Teeter store location that is open for business for the entire length of the promotion (August 13, 2008 through December 16, 2008). Customer will win a cruise for two (2) on the Seven Seas Navigator. The dates of the cruise are March 6 – March 11, 2009. Prize includes round trip airfare from the closest major airport (as selected by sponsor), cruise accommodations, meals on the ship, designated refreshments and gratuities on the ship. All other expenses not specifically mentioned herein (including, but not limited to, ground transportation between initial point of departure and airport, passports, meals off the ship, tips off the ship, and other incidental expenses off the ship) are the sole responsibility of the winner. Current destinations to be visited are the Florida Keys and Grand Cayman Islands, destinations subject to change without notice. Approximate Retail Value - \$5,000.00

Total ARV - \$880,000.00

4. GENERAL RULES: Employees, officers and directors of Harris Teeter, Ruddick Corp., their affiliates or subsidiaries, and their advertising and promotion agencies and their immediate family members and/or those living in the same household of each are not eligible. All federal, state and local laws apply. The Sweepstakes is void where prohibited by law. No substitution or transfer of prize(s) permitted outside of the designated VIC household, the winner is the primary card holder in the household with the same VIC card numbers, based on current information in the VIC database. No cash substitutions of prize(s) permitted. Potential prize winner must verbally claim their prize within 72 hours of notification and will be asked to execute an Affidavit of Eligibility/Release of Liability Prize Acceptance form within 7 days of attempted notification, as well as a promotional release. Non-compliance with this time period may result in disqualification and an alternate winner will be selected. Unless prohibited by law, acceptance of the prize constitutes permission by the winner for the sponsor and its agencies to use, without further compensation, the winner's name and/or likeness for purposes of advertising. By participating in this promotion, 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(s). Harris Teeter is not responsible for any damages resulting from the use of prizes, make no warranty concerning the characteristics or qualities of the prizes and reserve the right to substitute prizes of equal or greater value. Federal, state and local taxes are the responsibility of the winner(s).

All travel must be taken on the dates specified by Sponsor; no alternative travel dates are available. Winners and travel guests must have a valid Passport. Winner and travel guest must both be 21 years of age or older, as of December 16, 2008. Winner and travel guest must fly from the same airport. Winner and travel guest must agree to sign and comply with the terms of the Seven Seas Navigator Cruise Ticket Contract. Winner and travel guest must comply with any and all security procedures or measures imposed by the Sponsors, the cruise line and/or their representatives. Sponsor reserves the right in their sole discretion to suspend or cancel the participation of any winner or guest in any prize-related activity due to non-compliance with any security procedures or inappropriate behavior or misconduct. No responsibility is assumed by Sponsor for cancelled, delayed, suspended or rescheduled events or any other occurrence beyond its reasonable control.

In the event of noncompliance with the Official Rules, or if the winner cannot be reached at the phone number on the winner's Entry Form or VIC Card application, the prize will be forfeited and awarded to an alternate winner (in the order drawn). Prizes are not transferable. No cash or prize substitutions, except that Harris Teeter reserves the right to substitute prizes of comparable value.

All Mail-In Entries become Harris Teeter's property and will not be returned. Harris Teeter assumes 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, including data loss and/or corruption, computer malfunctions or software errors. To qualify for entry based on having a VIC Card scanned, you must provide Harris Teeter 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 reserves the right, at its sole discretion, to cancel the VIC Card-use entry portion of this Sweepstakes, should either portion or 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.

5. LIMITATION OF LIABILITY AND RELEASE. Harris Teeter, Ruddick Corporation, 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 Contest, the operation of this Contest or the acceptance, possession, use or misuse of the prize. Winner and travel guest must agree to sign and comply with the terms of the Seven Seas Navigator Cruise Ticket Contract.
6. LIST OF WINNERS. For the name of the winners, available after March 13, 2008, send a separate, stamped self-addressed envelope to, Harris Teeter Great VIC Voyage III Winners List, Harris Teeter, Inc., P.O. Box 10100, Matthews, NC 28106.

SPONSOR: Harris Teeter, Matthews, NC.