

**Heinz Harris Teeter “Coach K Basketball Camp”
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 North Carolina or South Carolina who are the parent or legal guardian of a boy ages 9-13 (as of July 1, 2012). Sweepstakes ends April 5, 2012.

HERE’S HOW TO ENTER:

1.

Online Entry. To enter online, visit www.harristeeter.com between January 2, 2012 and April 5, 2012 and click on the Heinz Harris Teeter Coach K Basketball Camp Sweepstakes promotion button, section or page promoting the Heinz Harris Teeter Coach K Basketball Camp Sweepstakes promotion. Enter your name, complete mailing address, zip code, phone number and valid e-mail address, and click on the enter/submit button.

Entry by Mail. To enter by mail, hand-print your name, complete address (including city, state and zip code), day and evening phone numbers, and age on a single 3” X 5” card (the “Mail-In Entry”) and mail it in a stamped envelope to: Heinz Harris Teeter Coach K Basketball Camp, Harris Teeter, Inc., P.O. Box 10100, Matthews, NC 28106. Entries must be postmarked by April 5, 2012 and received by April 7, 2012. Only original hand-printed Mail-In Entries are eligible. Photocopies, facsimiles and/or mechanically reproduced Mail-In Entries will not be accepted. Limit one Mail-In Entry per mailing envelope. Any Mail-In Entry received in excess of the limit of one per mailing envelope will not be entered into the drawing. All Mail-In Entries become the exclusive property of Harris Teeter and will not be acknowledged or returned.

Limit one entry per person, regardless of method of entry. No purchase necessary. Sweepstakes ends April 5, 2012. Sponsors reserve the right, in their sole discretion, to cancel, suspend or modify the sweepstakes should Sponsors determine in their sole discretion that viruses, bugs or other causes beyond the Sponsor’s control have corrupted the administration, security or proper conduct of the sweepstakes.

2. **RANDOM DRAWING:** The winners will be chosen in a random drawing on or about April 15, 2012 from all eligible entries received. Odds of winning depend on total number of eligible entries received. Decisions of the judges are final. Winner will be notified by telephone.

3. **PRIZES AND APPROXIMATE RETAIL VALUE:**

Twenty (20) Prizes: Each prizewinner will receive one spot, for a boy to attend a Coach K Basketball Camp. The camp is scheduled to take place June 23-27, 2012 at Duke University basketball facilities in Durham, North Carolina. Exact date of camp will be determined by Sponsor and subject to availability. Total Approximate Retail Value of each prize is up to \$525, depending on lodging. Prizes consist only of items specified. All other expenses or costs including transportation to and from the camp are the responsibility of the winner. Limit one prize per person, family or household. The parent

or legal guardian of each boy attending the camp will be required to adhere to rules and regulations of said camp and sign a release of liability.

Total ARV - \$10,500 (depending upon lodging)

4. **GENERAL RULES:** Employees, officers and directors of Harris Teeter, Ruddick Corporation, H.J. Heinz Company, L.P., Blue Devil IMG Sports and Entertainment Properties, and each of their affiliates, parent companies, subsidiaries and 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, cash redemption or transfer of prize(s) permitted, except by Sponsors in Sponsors' discretion. Potential prizewinners will be required to execute an Affidavit of Eligibility/Publicity and Liability Release/Prize Acceptance form within 10 days of attempted notification. Non-compliance with this time period will result in disqualification and an alternate winner will be selected. Unless prohibited by law, acceptance of the prize constitutes permission for the sponsors and its agents and designees to use, without further compensation, the winner's name and/or likeness for advertising and other commercial purposes. By participating in this sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the judges, which are final. 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). Sponsors are 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 sole responsibility of the winner(s).

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, the prize will be forfeited and awarded to an alternate winner (in the order drawn).

Sponsors are not responsible for lost, misdirected, misplaced, damaged, illegible, incomplete, late, mutilated or postage-due Mail-In Entries or for any technical or other failures or any act or failure to act in connection with the transmitting, delay or processing of entries, including data loss and/or corruption, computer malfunctions or software errors. Harris Teeter reserves the right, at its sole discretion, to cancel the on-line entry portion of this Sweepstakes, should www.harristeeter.com 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, HJ Heinz, L.P., Blue Devil IMG Sports and Entertainment Properties, and each of their affiliates, parents and subsidiaries, and the employees, officers and directors of all of the foregoing, are not responsible 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 sweepstakes, the operation of the sweepstakes or the acceptance, possession, use or misuse of any prize.
6. **LIST OF WINNERS.** For the names of the winners, available after May 15, 2012, send a separate, stamped self-addressed (#10) envelope to, Heinz Harris Teeter Coach K

Basketball Camp Sweepstakes, Harris Teeter, Inc., P.O. Box 10100, Matthews, NC 28106.

7. **SPONSORS.** H.J. Heinz Company, L.P. , Pittsburgh, PA, Harris Teeter, Matthews, NC 28105 Blue Devil IMG Sports and Entertainment Properties, Durham, NC 27705.