

2012 HARRIS TEETER BIG FOUR FAN SHOOTOUT CONTEST

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 and South Carolina who are 18 years of age or older as of December 28, 2011. Contest Ends January 31, 2012 with the shootout taking place at one (1) of the four (4) following game dates: 2/16/12, 2/18/12, 2/21/12 or 2/25/12.

ELIGIBILITY: The Contest is open only to legal U.S. residents currently residing in North Carolina and South Carolina, who are eighteen (18) years of age or older at the time of entry and are not:

- a) Current or former professional or semi-professional basketball players and coaches who have played or coached at that level anywhere in the world.
- b) Current or former collegiate or junior collegiate basketball players and coaches who have played or coached at that level anywhere in the world within the past five (5) years.
- c) Current or former high school basketball players and coaches who have played or coached at that level anywhere in the world within the past five (5) years.
- d) Current or former Olympic basketball players and coaches who have played or coached at that level anywhere in the world within the past five (5) years.
- e) Employees, officers and directors of Harris Teeter, Inc., Ruddick Corp., and their respective parent companies, affiliates, subsidiaries, advertising, promotional agencies, judging agencies, agents, fulfillment agencies, marketing agencies, retailers, and suppliers (collectively, the "Sponsors and their Agents"), as well as their immediate family (spouses, children, siblings, parents, and/or IRS dependents) and individuals residing in their same household, whether or not related, are not eligible to win. 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.

The eligible entrant selected as the "2012 Big Four Fan Basketball Shootout" Contestant must satisfy the following conditions to receive the opportunity to compete in the Contest: (a) Attend one (1) out of the four (4) games: Duke University vs. North Carolina State University basketball game on February 16, 2012, University of North Carolina vs. Clemson University basketball game on February 18, 2012, North Carolina State University vs. University of North Carolina basketball game on February 21, 2012, or Wake Forest University vs. Boston College basketball game on February 25, 2012. (b) Contestant will get to choose their game of choice and sign a "Contestant Agreement to Participate" form prior to attempting the "Big Four Fan Basketball Shootout." (c) Contestant shall not be permitted any practice, warm-up, or qualifying shots, at anytime after their arrival at the event. By entering the Contest, each participant agrees to abide by and be bound by these Official Rules and the decisions of the Judges and Sponsors, which shall be final and binding. Sponsors reserve the right to verify the eligibility of the winners. If any Sweepstakes winner is determined to be ineligible, an alternate winner will be chosen via a second chance random drawing from all eligible entries received.

1. HOW TO ENTER:

Each time you visit www.HarrisTeeter.com, www.wakeforestsports.com, www.goduke.com, www.gopack.com or www.tarheelblue.com, between December 28, 2011 and January 31, 2012 and click on the Harris Teeter/Big Four Fan of the Week promotion button or page promoting the Harris Teeter/Big Four Fan of the Week promotion; enter your name, complete mailing address, zip code, phone number, valid e-mail address and VIC card number, you automatically receive one entry.

Limit one entry per day, per household. Limit one official contestant per 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. No purchase necessary. Contest Ends January 31, 2012. Harris Teeter and sponsors reserve the right, in their sole discretion, to cancel the sweepstakes should viruses, bugs or other causes beyond the Sponsor's control corrupt the administration, security or proper conduct of the sweepstakes.

Entry by Mail

In lieu of the on-line 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 and age on a single 3" X 5" card (the "Mail-In Entry") and mailing it to: 2012 Harris Teeter/Big Four Fan of the Week promotion, Harris Teeter, Inc., P.O. Box 10100, Matthews, NC 28106. 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 day, per household and only one Mail-In Entry per envelope. Only original hand printed Mail-In Entries are eligible. Electronic mail is not eligible. Mechanically reproduced Mail-In Entries will not be accepted. Each Mail-In Entry must be placed in a separate outer mailing envelope. Any Mail-In Entry received in excess of the one request per day and/or the one request per envelope 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. All Mail-In Entries must be postmarked by January 31, 2012 and received by noon on February 1, 2012 in order to be eligible. All Mail-In Entries become the exclusive property of Harris Teeter and will not necessarily be acknowledged or returned.

Harris Teeter, partners and sponsors assume no responsibility or liability for lost, misdirected, damaged, illegible, incomplete, late, mutilated or postage-due mail 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 or corruption, computer malfunctions or software errors. VIC card membership is free and is open to everyone who completes and submits a customer application.

2. RANDOM DRAWING:

The winner will be chosen in a random drawing from all entries received on or about February 1, 2012. Chance of winning depends on total number of eligible entries received. Decisions of the judges are final. The prize will be awarded and the winner notified by e-mail or telephone. If the contestant does not wish to participate or is disqualified for any reason another name will be selected and the process repeated until an eligible contestant is selected. The individual(s) cannot choose another person to participate on his/her behalf. No one contestant may be selected to participate on more than one occasion.

3. PRIZE AND APPROXIMATE VALUE:

One (1) Grand Prize: One (1) winner will receive four (4) tickets to the game of his/her choice as defined below, one (1) room, one (1) night hotel accommodations, a pre-game meal and he/she will be eligible to compete on the court in the "Harris Teeter Big Four Fan Basketball Shootout" (the "Contest") for an opportunity to win cash valued at a minimum value of Five Hundred Dollars (\$500) and a maximum value of One Hundred Thousand Dollars (\$100,000). If the Grand Prize Winner does not successfully make any of the shots from the four designated locations (lay-up, free throw, 3-pointer and half-court), he/she will receive five hundred dollars (\$500) in Harris Teeter Gift Cards. (Minimum ARV for tickets, accommodations, pre-game dinner and gift cards: \$1,000. Maximum ARV: \$101,000). Contestant will receive the applicable Contest prize within thirty (30) days. Sponsors reserve the right at their discretion to substitute any prize or combination of prizes with another prize of equal or greater value for this Sweepstakes and Contest.

The Grand Prize Winner of the Sweepstakes will be the "Big Four Fan Basketball Shootout" (the "Contest") Contestant at either Duke University vs. North Carolina State University basketball game on February 16, 2012, University of North Carolina vs. Clemson University basketball game on February 18, 2012, North Carolina State University vs. University of North Carolina basketball game on February 21, 2012, or Wake Forest University vs. Boston College basketball game on February 25, 2012. In order to qualify for prize reimbursement, an eligible contestant must start from behind the half court line and shoot a regulation basketball through the same regulation basketball hoop placed not less than ten (10) feet above the floor, and successfully make, in sequence, within a thirty-five second (0:35) time period for the chance to win One Hundred Thousand Dollars (\$100,000). Prizes are not cumulative. Contestant will win the designated cash amount from the shot location of his/her last made shot. Sponsors assume no responsibility regarding the division of any prize after it has been awarded.

- a) **Lay-up attempt** — Contestant will begin behind the half court line, shall include at least one (1) bounce of the ball prior to making the shot and will shoot until a shot is made or until the thirty-five second time period expires. If a shot is made, Contestant is guaranteed to win a minimum of five hundred dollars, \$500 and advance to the second designated shot location behind the Free Throw line.
- b) **Free Throw** — Contestant will continue shooting from behind the Free Throw line until a shot is made or until the initial thirty-five second time period expires. If a shot is made, the Contestant is guaranteed to win a minimum of one thousand dollars, \$1,000 and advance to the third designated shot location behind the three-point line.
- c) **Three-Pointer** — Contestant will continue shooting from the designated location behind the three-point line until a shot is made or the initial thirty-five second time period expires. If a shot is made, the Contestant is guaranteed to win a minimum of two thousand five hundred dollars, \$2,500 and advance to the fourth designated shot location behind the half court line.
- d) **Half-Court** — Contestant will continue shooting from the designated location behind the half-court line, however no more than one (1) attempt may be made at the half court shot, provided that there is still time left on the shot clock. If a shot is made, the Contestant is guaranteed to win a maximum prize of One Hundred Thousand Dollars, \$100,000.

Note: Each contestant must retrieve his/her own shots. Absolutely no aid may be given by anyone such as batting, throwing, or rolling the ball back to a contestant even if his/her shot has left the playing surface. No part of the contestant's body or clothing may come in to contact with the demarcation lines/spots prior to releasing the ball. Any such contact shall constitute a foul and the shot shall be considered missed.

4. GENERAL RULES:

Contest open only to individuals, who as of December 28, 2011 are 18 years of age or older. Employees, officers and directors of Harris Teeter, Ruddick Corporation, Wake Forest University, Duke University, North Carolina State University and the University of North Carolina, and/or affiliates, parents 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. No cash substitutions of prize(s) permitted. Potential prize winner will be asked to execute an Affidavit of Eligibility/Release of Liability Prize Acceptance Form and sign a

“Contestant Agreement to Participate” form within 5 days of attempted notification in addition to 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 and 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 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 and Sponsors assume 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 and/or www.harristeeter.com, including data loss and/or corruption, computer malfunctions or software errors. To qualify for entry based on having a VIC Card, 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 www.harristeeter.com entry portion of this Sweepstakes, should either portion, www.harristeeter.com 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, Wake Forest University, Duke University, North Carolina State University and the University of North Carolina and their subsidiaries, parents and affiliates, 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.

6. WINNERS

For the names of the winners, available after February 28, 2012, send a separate, stamped self-addressed (#10) envelope to, 2012 Harris Teeter/Big Four Fan of the Week Winners List, Harris Teeter, Inc., P.O. Box 10100, Matthews, NC 28106.