

2012 HARRIS TEETER BIG FOUR FAN OF THE WEEK OFFICIAL RULES

No purchase necessary. Void where prohibited. Contest Ends February 28, 2012.

1. HOW TO ENTER:

Each time you visit www.HarrisTeeter.com, www.wakeforestsports.com, www.goduke.com, www.gopack.com or www.tarheelblue.com, during the contest period 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. One contestant will be selected for each of the weeks listed below to serve as the Big Four Fan of the Week contestant ("contestant"). If your name is selected, you will be notified by a Harris Teeter representative. For each official regular-season game win by the Men's Basketball teams at Wake Forest University, Duke University, North Carolina State University and the University of North Carolina ("Big Four Teams"), during the 7-day week that the contestant is selected, the contestant will receive \$100 in Harris Teeter gift cards. There is no limit to the number of \$100 Harris Teeter Gift Cards that the contestant can win during their participating week. An official win is defined by the official scorekeeper at each game.

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 February 28, 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.

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:

All Weekly Big Four Fan of the Week contestants will be chosen in a random drawing from all entries received; on the following dates: 1/4/12, 1/11, 1/18, 1/25, 2/1, 2/8, 2/15, 2/22. The first contest period will last from 12/28/11 through 1/3/12; each remaining contest period will run from the selection date listed above, through the following Tuesday (1/10/12, 1/17, 1/24, 1/31, 2/7, 2/14, 2/21, 2/28). The chances of being selected as a weekly contestant depends on total number of eligible entries received. Decisions of the judges are final. All prizes will be awarded and winners notified by telephone or e-mail. All entries must be received by midnight on the Tuesday before each drawing (the following dates represent the deadlines for entry for each Big Four Fan of the Week contestant period: 1/3/12, 1/10, 1/17, 1/24, 1/31, 2/7, 2/14, 2/21, 2/28), in order to be eligible.

3. PRIZE AND APPROXIMATE VALUE:

WEEKLY BIG FOUR FAN OF THE WEEK PRIZE – Harris Teeter gift cards, valid for \$100 in merchandise at any Harris Teeter location, for each win by any Big Four team, during the selected Big Four Fan of the Week contestant period.

Value - \$100 for each designated win

4. GENERAL RULES:

Sweepstakes 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, their subsidiaries, parents and affiliates, 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 winners will be asked to execute an Affidavit of Eligibility/ Release of Liability Prize Acceptance form within 14 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 participating 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 or e-mail address 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, 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, 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.