

THE 2009 e-VIC WEEKLY 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, North Carolina, South Carolina, Maryland, Tennessee, Virginia and Washington DC who are 18 years of age or older. Contest Ends December 29, 2009.

1. **HERE'S HOW TO ENTER:**

e-VIC/VIC Card Sign-Up. Each VIC household that is an active, registered member of the e-VIC program, as of midnight, each Monday, from December 31, 2008 through December 29, 2009, is automatically entered. Customers can register for the e-VIC program by visiting www.harristeeter.com, clicking on the e-VIC button, icon or page and following the sign-up instructions. One (1) VIC household will be selected for each Harris Teeter ad week (Harris Teeter ad weeks run every Wednesday–Tuesday) between January 7, 2009 through January 5, 2010, to win the weekly prize. You must follow the steps for the sweepstakes in your weekly e-VIC e-mail to receive notification that you were selected as the weekly winner. Limit one entry per VIC household.

A free VIC Card can be obtained upon application at any Harris Teeter store or by visiting www.harristeeter.com. 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 www.harristeeter.com 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, e-mail address and complete 11-digit VIC card number, on a single 3" X 5" card (the "Mail-In Entry") and mailing it to: 2009 e-VIC Weekly Sweepstakes, Harris Teeter, Inc., P.O. Box 10100, Matthews, NC 28106. No purchase or use of a VIC Card is necessary to enter by mail. Customers are limited to one (1) Mail-In Entry per VIC 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. 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 VIC household, per week and/or the one request per envelope will not be entered into the drawing. All Mail-In Entries must be received by midnight, each Monday, from December 31, 2008 through December 29, 2009. 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 entries received electronically or via mail, each Tuesday, from December 31, 2008 through December 29, 2009. The potential weekly winner will be notified in their e-VIC e-mail on the following Wednesday (for example, the potential winner selected on January 6, 2009, will be notified in their weekly e-VIC e-mail on January 7, 2009). 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.

3. **PRIZES AND APPROXIMATE VALUE:**

WEEKLY PRIZE – One (1) \$100 Harris Teeter gift card. Approximate retail value (ARV) – \$100. The \$100 per week reward continues to accumulate each week, adding \$100 to the prior week's reward, until the prize is claimed. Once a prize is claimed, the next weeks reward will revert back to the \$100 reward.

4. **GENERAL RULES:** Employees, officers and directors of Harris Teeter, Ruddick Corporation 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 must respond to their e-mail notification within 7 days of the delivery of this e-mail and may be asked to execute an Affidavit of Eligibility/Release of Liability Prize Acceptance Form within 7 days of their response, in addition to a promotional release. Non-compliance with this time period may result in disqualification and the weekly award will be forfeited. 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, if the winner cannot be reached at the e-mail address on the winner's Entry Form or e-VIC application, or if the winner does not follow the redemption instructions in the winning e-mail, the prize will be forfeited. 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 and/or 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.
6. **LIST OF WINNERS:** For the names of the winners, available after January 31, 2010, visit www.harristeeter.com or send a separate, stamped self-addressed (#10) envelope to, 2009 e-VIC Weekly Sweepstakes Winners, Harris Teeter, Inc., P.O. Box 10100, Matthews, NC 28106.

SPONSORS: Harris Teeter, Matthews, NC.