

THE 2010 e-VIC AMELIA ISLAND DREAM VACATION 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 Georgia, North Carolina, South Carolina, Tennessee, Virginia, Maryland, Delaware and the District of Columbia who are 18 years of age or older as of March 31, 2010. Contest Ends March 31, 2010.

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

e-VIC/VIC Card Sign-Up. Any time between January 1 and March 31, 2010, you will be entered when you visit www.harristeeter.com and click on the e-VIC button or page and follow the steps to join Harris Teeter's e-VIC program. Anyone registered for e-VIC, prior to January 1, 2010 will be automatically entered into this promotion. Limit one entry per VIC card 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 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: 2010 e-VIC Amelia Island Dream Vacation 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 card 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 card or household and/or the one request per envelope will not be entered into the drawing. All Mail-In Entries must be postmarked by April 1, 2010 and received by midnight on April 7, 2010 in order to be eligible. 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 on or about April 14, 2010. 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.

3. **PRIZES AND APPROXIMATE VALUE:**

GRAND PRIZE – One (1): 6 night trip for four (4) to Amelia Island, Florida. Trip includes: 6-night stay at Summer Beach Resort; one (1) round of golf for four (4) at Golf Club of Amelia Island, one (1) trip for four (4) with Kayak Amelia, four (4) tickets for the Cumberland Sound Ferry, one (1) private horse-carriage ride for four (4) with Amelia Island Carriages, four (4) tickets to the Amelia Island Museum of History, four (4) \$50 gift certificates for the following Amelia Island restaurants (29 South, Plae, Horizon and O'Kane's Irish Pub), (1) \$100 American Express gift card and \$1,000. Winner and trip participants must travel together on same itinerary. Minors must be accompanied by parent or legal guardian. Exact travel dates and arrangements are subject to availability, blackout dates and other restrictions, including March 15 - April 15, 2010, June 15 – August 1, 2010, all major Holidays and the weekend of the Florida vs. Georgia football game. Sponsors not responsible for postponement or cancellation of any planned activities. Additional restrictions apply. Approximate Retail Value ("ARV"): \$5,100.00. All expenses not included in prize description (including, but not limited to, transportation, meals, food, beverages, gratuities and insurance) will be sole responsibility of winner. Total ARV – \$5,100

4. **GENERAL RULES:** Employees, officers and directors of Harris Teeter, Ruddick Corporation, Amelia Island Convention and Visitors Bureau, Summer Beach Resort, Golf Club of Amelia Island, Kayak Amelia, Amelia River Cruises, Amelia Island Carriages, Amelia Island Museum of History, 29 South, Plae, Horizon, O'Kane's Irish Pub 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 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, Amelia Island Convention and Visitors Bureau, Summer Beach Resort, Golf Club of Amelia Island, Kayak Amelia, Amelia River Cruises, Amelia Island Carriages, Amelia Island Museum of History, 29 South, Plae, Horizon, O'Kane's Irish Pub 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 name of the winner, available after May 31, 2010, send a separate, stamped self-addressed (#10) envelope to, 2010 e-VIC Amelia Island Dream Vacation Sweepstakes Winner, Harris Teeter, Inc., P.O. Box 10100, Matthews, NC 28106.

SPONSORS: Harris Teeter, Matthews, NC.