

Together In Education and Label For Education Bonus Label Contest

OFFICIAL RULES

Void where prohibited. Contest Ends September 30, 2010.

- ELIGIBILITY:** Participating customers must have a Harris Teeter VIC card linked to a participating Together In Education school, based on the Official Rules and Regulations of the Together In Education program. For a copy of the Official Rules and Regulations of the Together In Education program, call 1-800-432-6111. Participating Together In Education schools must be eligible to participate with Labels for Education™ program, based on Official Rules of the Labels for Education™ program. For a copy of the Labels for Education™ Official Rules, visit www.labelsforeducation.com or call 1-800-424-5331.
- PRIZES AND APPROXIMATE VALUES:**

PRIZE - One (1) Grand Prize winning school will win 100,000 Labels for Education™, one (1) Second Place winning school will win 75,000 Labels for Education™ and one (1) Third Place winning schools will win 50,000 Labels for Education™.

The prize level and total prize pool Average Retail Values (ARV) are:

 - Grand Prize – (1) 100,000 Labels for Education™ Labels Certificates - \$1,150.00
 - Second Prize – (1) 75,000 Labels for Education™ Labels Certificates - \$862.50
 - Third Prize – (1) 50,000 Labels for Education™ Labels Certificates - \$575.00
 - Average Retail Values is based on current Labels for Education™ rewards products.
- PRIZE DESCRIPTION:** One (1) Grand Prize will be awarded to the eligible school whose Together In Education linked customers, use their Harris Teeter VIC card and purchase the most participating products based on total unit sales between September 1 and September 30, 2009. One (1) Second Place prize will be awarded to the eligible school whose Together In Education linked customers, use their Harris Teeter VIC card and purchase the second most participating products based on total unit sales between September 1 and September 30, 2010. One (1) Third Place prize will be awarded to the eligible school whose Together In Education linked customers, use their Harris Teeter VIC card and purchase the third most participating products based on total unit sales between September 1 and September 30, 2009. Labels for Education™ bonus labels can only be redeemed by eligible schools via proper Labels for Education™ procedures. In the case of a tie, the winner will be determined based on total dollar sales of participating products.
- GENERAL RULES:** Void where prohibited by law. No substitution or transfer of prize(s) permitted. No cash substitutions of prize(s) permitted. All federal, state and local laws apply. Acceptance of the “prize” constitutes permission to the sponsor and its agencies to use the winner’s name for purposes of advertising without further compensation, unless prohibited by law. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges. Sponsors not responsible for any typographical or other error in the printing, the offering or the administration of the contest, or in the announcement of the prize. Harris Teeter & participating vendors are not responsible for any damages resulting from the use of prizes, make no warranty concerning the characteristics or qualities of 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). Harris Teeter and sponsors assume no responsibility or liability 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. 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 to disqualify any recipients determined to be tampering with or abusing any aspect of this Matching Labels promotion.
- PARTICIPATING PRODUCTS:** The Labels for Education™ eligible brands include Campbell's soups, tomato juice and beans, Campbell's pastas and gravies, Pepperidge Farm crackers and cookies, Swanson poultry and broth, Prego pasta sauces, V8 100% vegetable juice and V8 Splash juice drinks, V8 V-Fusion, Pop Secret premium microwave popcorn, BIC Stationary products, Pepperidge Farm frozen breads and cakes. For complete list of products, visit www.labelsforeducation.com
- For the names of the major winners, available after December 31, 2010, send a separate, stamped self-addressed (#10) envelope to, TIE Labels for Education™ Winners, Harris Teeter, Inc., P.O. Box 33129, Charlotte, NC 28233.
- Harris Teeter Supermarkets located at 701 Crestdale Rd., Matthews, NC 28105 is the Sponsor of this contest.