

Food Lion's Community Rewards Charity of the Month Selection Official Rules

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR BE SELECTED. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF BEING SELECTED. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED OR RESTRICTED.

1. ELIGIBILITY: To nominate a Charity (definition stated below) for the "Charity of the Month" in Food Lion's Community Rewards Charity of the Month Selection (hereinafter referred to as Selection), you must be a Community Rewards Supporter (hereinafter referred to as a Supporter, and defined as an individual who is currently enrolled in Food Lion's Community Rewards program), instructions on how to enroll in Food Lion's Community Rewards program is listed below in Rule #2. The Supporter can nominate as many eligible participating charities per Selection Period (as described below in Rule #3) within this Selection. The Supporter can only nominate a participating eligible 501c(3) Charity who is currently enrolled in Food Lion's Community Rewards Program (hereinafter referred to as Charity). The eligible Charity must be an organization that is located within the state of NC, MD, VA, TN, GA, FL, KY, WV, PA, SC or DE. Void in the other thirty nine (39) states, District of Columbia, Puerto Rico and wherever prohibited or restricted by law. Supporter and Charity must abide by all conditions set forth in these Official Rules and the decisions of Food Lion, LLC (hereinafter referred to as Sponsor) and/or Universal Promotions Inc. (hereinafter referred to as UPI), which are final and binding in all matters relating to this Selection. The following persons are not eligible to participate to nominate a "Charity of the Month": employees, directors, and officers of Sponsor, UPI, and each of their respective parents, subsidiaries, affiliate administration, development, fulfillment and execution of this Selection (collectively "Promotion Parties"), the immediate family members of each (defined as spouse, parent, child, sibling, grandparent, grandchild, and/or "step" of each) and those living in the same households, whether or not related.

2. HOW TO NOMINATE A CHARITY: The supporter must visit www.foodlion.com, click on "Community Outreach", click on "MVP Rewards", click on "Community Rewards", and follow the instructions for the Selection. The Supporter will be instructed to complete and submit an online entry form (hereinafter referred to as the form). The supporter must complete and submit the following information in the fields provided on the form, in the event the following information is not captured or provided for any reason whatsoever the form may become null and void and disqualified from the Selection; a) name of Charity being nominated, b) address and phone number of the nominated Charity, c) name and telephone number of Supporter providing Charity nomination, d) an essay of two hundred (200) words or less stating the contribution and value the Charity has made to the community. The Supporter must complete and submit a separate entry form each time he/she would like to nominate a Charity or Charities for a Selection Period. A Supporter may nominate as many eligible Charities per Selection Period within this Selection and his/her entry must be recorded within the dates of the Selection Period as outlined in Rule #3. UPI's time clock is the official clock for this Selection. For the purpose of this Selection UPI reserves the right to verify all eligibility qualifications of the Supporter and/or Charity. All forms become the sole property of UPI and will not be returned. In the event a form fails to become submitted into the Selection for any reason whatsoever, Sponsor/UPI will not acknowledge the submission failure to Supporter and/or Charity. Non-selected forms will be automatically entered into subsequent Selection Periods. To become a Supporter you must be a Food Lion MVP Customer Card Holder (hereinafter referred to as a MVP Card). To request a free MVP Card visit www.foodlion.com, click on the "MVPcard", then click on "sign up for your MVP card", complete and submit the registration form, or visit any Food Lion Store and fill out a paper application. To sign up for Community Rewards and become a Supporter, visit www.foodlion.com, click on "Community Outreach", click on "MVP Rewards", click on "Register your MVP card", click on "Register your MVP card to support your favorite School or Charity", follow the instructions to enter your MVP card number and submit, follow the instructions for shopper registration for the participating Charity of your choice. Supporter must be enrolled with a participating Charity to be eligible to submit a form.

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3. SELECTION PERIOD AND SELECTION PROCESS: The Selection Period begins at 12:00 a.m. Eastern Time (ET) and ends at 11:59:59 p.m. Eastern Time (ET). See chart below for definitions of Selection Periods, Selection Period Dates and Charity of the Month Announcement Dates. UPI will announce the Selected Charity on or about the date listed below. UPI whose decisions are final in all matters relating to this Selection will choose a judging panel. The judging panel will select one (1) "Charity of the Month" per Selection Period from all eligible forms submitted within a Selection Period. The following criteria for the essay will be used by the judging panel in the selection process for a "Charity of the Month"; how a Charity supports the needs of the community (1-30 points). A nominated Charity can earn up to thirty (30) points. The Charity with the most points will be selected as the "Charity of the Month". In the event of a tie UPI will choose a new judging panel and the criteria as outlined above will be utilized in the selection process for the "Charity of the Month".

SELECTION PERIODS	SELECTION PERIOD DATES	ON OR ABOUT CHARITY OF THE MONTH ANNOUNCEMENT DATES
1	10/1/11-10/31/11	11/7/11
2	11/1/11-11/30/11	12/7/11
3	12/1/11-12/31/11	1/7/12
4	1/1/12-1/31/12	2/7/12
5	2/1/12-2/28/12	3/7/12
6	3/1/12-3/31/12	4/7/12

4. OPPORTUNITIES: There will be one (1) "Charity of the Month" selected for each Selection Period, for a total of six (6) Charity of the Month selections, provided a sufficient number of eligible forms are submitted. Each selected "Charity of the Month" will receive an opportunity to submit a summary (fifty words or less) to UPI regarding their organization's values/contributions to the community with the possibility of being promoted and/or summary published on Sponsor's website or wherever Sponsor chooses. Sponsor and/or UPI may publish and/or alter summary prior to publication. Sponsor and/or UPI reserve the right to publish any summary submitted by a Charity in the Selection, without notice, without credit and without compensation. All summaries submitted become the sole property of Sponsor. There is no retail value (RV) or cash value given for the opportunity for a Charity to submit a summary of their organization's values/contribution. Sponsor/UPI are not responsible for any fees, costs, or charges resulting from the Charity or Supporter participating in the Selection. Charity must comply with the terms and conditions of Selection. Charity may be required to verify eligibility status.

5. CHARITY SELECTION ANNOUNCEMENT: UPI will notify the selected Charity by either express mail or a phone call to the Charity. UPI will contact the Charity by using the phone number and/or address submitted on the form by the Supporter or the contact information provided by the Charity at the time of enrollment into Community Rewards. UPI reserves the right to change the method of notification without prior notice.

6. CONDITIONS: Failure to comply with these Official Rules and the decisions made by the Sponsor and/or UPI may result in the Supporter, Charity being disqualified from the Selection. Any form obtained outside of an authorized, legitimate channel, not in compliance with these Official Rules, will void all such forms. Sponsor and/or UPI reserves the right to disqualify any person found or suspected of, tampering with the entry process, and/or the operation of this Selection, to be acting in violation of these Official Rules, to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten, or harass any other person. **ANY ATTEMPT BY AN INDIVIDUAL, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS WEBSITE OR INTERFERE WITH THE OPERATION OF THE SELECTION, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSOR AND/OR UPI RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.** Failure by the Sponsor and/or UPI to enforce any provision of these Official Rules shall not constitute a waiver of that provision.

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7. RELEASE AND LIMITATIONS OF LIABILITY: BY PARTICIPATING IN THIS SELECTION, SUPPORTER, CHARITY AGREES TO RELEASE AND HOLD HARMLESS SPONSOR, UPI AND THEIR PARENT COMPANIES, SUBSIDIARIES, AFFILIATES, PARTNERS, REPRESENTATIVES, AGENTS, SUCCESSORS, ASSIGNS, EMPLOYEES, OFFICERS AND DIRECTORS FROM ANY AND ALL LIABILITY FOR ANY INJURIES (INCLUDING EMOTIONAL DISTRESS). LOSSES AND/OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING DEATH, OR PROPERTY ARISING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, AWARDED, ACCEPTANCE, NOTIFICATION, POSSESSION, USE, MISUSE, LOSS OR MISDIRECTION OF ANY SELECTION OR RESULTING FROM PARTICIPATING OR INABILITY TO PARTICIPATE IN THIS SELECTION PROMOTION OR ANY SELECTION PROMOTION OR SELECTION RELATED ACTIVITIES.

Sponsor, UPI and their parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors shall not have any obligation, responsibility or liability, including any responsibility to promote Charity's Organization in any manner.

8. DISPUTES: Except where prohibited, by participating, Supporter, Charity agree that all issues and questions concerning the construction, validity, interpretation, administration, and enforceability of the Official Rules, or the rights and obligations of a Supporter, Charity, Sponsor, and UPI, shall be governed by and construed exclusively in accordance with the laws of the state of North Carolina without giving effect to any principles of conflicts of law of any jurisdiction and that: (1) any and all disputes, claims, and causes of actions arising out of, or connected with the Selection, shall be resolved individually, without resort to any form of class action; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating, but in no event attorney's fees; (3) under no circumstances will any Supporter, Charity, be permitted to obtain awards for and hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. By entering the Selection, all participants agree to be subject to jurisdiction in the Federal and State courts of North Carolina and agree that all disputes relating in any way to this Selection must be resolved in the Federal and State courts of North Carolina.

9. PRIVACY STATEMENT: Food Lion's privacy policy can be accessed by visiting www.foodlion.com.

10. SPONSOR: Food Lion, LLC, 2110 Executive Drive, Salisbury, NC 28147

11. SELECTION ADMINISTRATOR: Universal Promotions Inc., 3561 Valley Drive, Pittsburgh, PA 15234.

12. SELECTED CHARITY LIST: To obtain the names of Charities selected, send a self addressed, stamped envelope to Universal Promotions Inc., P.O. Box 193, Bethel Park, PA 15102, Attn: MVP Rewards Charity of the Month List Request. Requests must be received by April 30, 2012.

13. OFFICIAL RULES: For a copy of these official rules go to www.foodlion.com