

Contest Rules
2009 Cool Food For Kids Meijer Frozen Food Month

NO PURCHASE NECESSARY.

ELIGIBILITY:

No purchase necessary. You need not be present to win. Entrants for the Grand Prize must be at least 21 years of age and have a valid drivers license to enter to win. For First, Second and Third Prizes, no age limit to enter, but prizes for entrants for the First, Second and Third Prize under the age of 18 will be awarded to the entrant's adult parents or legal guardian. All winners, grand prize travel companions and parents/legal guardians of first, second and third place winners under the age of 18 will be required to sign a release form prepared by Meijer, Inc. All winners will be responsible for all federal, state and local taxes. Meijer Inc. shall have the right to substitute prizes due to unavailability or for any other reason, in which case the substitution will be of equal or greater value. No cash value or substitutions will be allowed. Team members, officers, employees, agents, representatives and assignees of Meijer Inc., and their immediate family members (spouses, siblings and children and person living in the same household) are not eligible to enter. You may enter once each time you visit our stores or when you visit our Meijer website at www.Meijer.com from Sunday, September 27, 2009 through Saturday November 4, 2009. Game open to legal residents of Michigan, Illinois, Ohio, Indiana, and Kentucky. Void where prohibited by law. All federal, state and local laws and regulations if any apply.

HOW TO ENTER:

Go to the center aisle display at a participating Meijer store, fill out the entry form and deposit into the designated entry container by November 4, 2009 or hand print your name, complete address (no PO Boxes), Telephone Number & Age on a 3"x 5" card and mail to: 2009 Cool Food for Kids Meijer Frozen Food Month contest, P.O. Box 1953, Grand Rapids MI 49501-1953. Eligible entries must be postmarked by no later than November 4, 2009 and received by November 9, 2009. Enter as often as you like, but only one entry per container per day. Mechanical reproductions/photocopies of completed 3"x 5" card are not permitted. Sponsors and agencies are not responsible for late, lost, misdirected, mutilated, incomplete or illegible entries.

On-Line at www.Meijer.com: Beginning 9/27/09 until 11/4/09, log on to <http://www.meijer.com/atstores/contest.jsp> and follow the on-screen instructions to complete the on-line entry form. Limit one (1) entry per person/email address, per day. All entries must be received by 11/4/09 to be entered into the random drawing.

GENERAL TERMS AND CONDITIONS:

By entering this game, entrant agrees to abide by and be bound by these Official Rules and the decisions of the judges, which are final. Acceptance of prize constitutes where legal, permission for the Sponsor to use the winners names and/or likeness and biographical information for advertising or publicity purposes without further compensation or consent. Winner must be accompanied by parent or legal guardian. Entrants agree to release discharge and hold harmless, Meijer, their affiliates, sales representatives, wholesalers, distributors, parents, subsidiaries, advertising and promotions agencies and their respective officers, directors and employees from any and all claims or damages including personal injury and/or deaths or property damage, arising out of the Winner's participation in this game and the acceptance and use and/or misuse of the prize awarded. All entries are property of Sponsor and will not be returned. All prizes claimed will be awarded.

DRAWING:

On or about November 30, 2009 random drawings will be conducted from all eligible entries received to determine the Grand Prize, First Prize, Second Prize and Third Prize Winners. Winners will be notified by phone or mail on or about December 9, 2009 and will be required to execute and return an Affidavit of Eligibility and Publicity/Liability Release so as to be received by Sponsor within 10 days of notification unless prohibited by law or prize will be forfeited. In the event of non-compliance with this requirement or if the prize notification letter is returned as undeliverable, the prize will be forfeited and the name of an alternate winner will be drawn from the remaining entries. Odds of winners depend on number of eligible entries received. One winner per household. No substitution, cash redemption or transfer of prize allowed, except at sole discretion of the Sponsor. Grand Prize one (1) to be awarded chain wide Approximate value \$7,500 (Value of Trip \$6,200 plus \$1,300 in cash): Grand Prize Trip for 4 to **Hawaii**. Trip includes: Airline tickets from

nearest regional airport to Honolulu, 7 night accommodations at the Waikiki Beach Marriott or similar (one room with two double beds), Round trip transfers from the air/hotel, Pearl Harbor or optional sightseeing. All minor travel companions under the age of 21 must be accompanied by minor's parent or legal guardian who must be the winner. The Grand Prize winner and the three travel companions must be able to travel on the same itinerary on the dates specified or an alternate winner will be selected. Trip must be booked 45 days in advance. Hotel rooms subject to availability. All meals, taxes, gratuities, and other unspecified expenses are the sole responsibility of the winner. Trip subject to availability and must be taken before Dec 1, 2010. Certain restrictions and blackout dates apply. First Prize - Five (5) to be awarded chainwide: Cool Family Home Entertainment \$2,000 Shopping Spree (\$1,600 awarded one time in the form of Meijer Gift Cards plus \$400 cash); Second Prize: Three (3) to be awarded – a \$500 Frozen Food Shopping Spree (awarded one time in the form of Meijer Gift Cards, Third Prize – Eight to be awarded chain wide- \$250 Frozen Food Shopping Spree – awarded at one time in the form of Meijer Gift Cards.

WINNERS LIST:

For the names of Grand Prize, First Prize, Second Prize and Third Prize Winners send self-addressed, stamped envelope after December 1, 2009 to 2009 Cool Food for Kids Meijer Frozen Food Month Contest Game, 2929 Walker NW, Grand Rapids, MI 49544.

SPONSOR:

Meijer Inc., Grand Rapids, MI.