

THE LOWES FOODS LABOR DAY 2010 GREAT GROCERY GIVEAWAY
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 North Carolina, South Carolina and Virginia who are 21 years of age or older as of August 25, 2010. Sweepstakes Ends September 7, 2010.

1. HERE'S HOW TO ENTER:

Lowe's Foods Rewards Card Use. Each time you visit Lowe's Food Stores, Inc. and purchase participating Kraft Cheese products, Sister Schubert's products, and Green Giant products using your Lowe's Foods Rewards Card between August 25, 2010 and September 7, 2010 at any participating Lowe's Foods in North Carolina, South Carolina or Virginia, you will be automatically entered. In addition, you may enter by Mail-In Entry without making a purchase.

A free Lowe's Foods Rewards Card can be obtained upon application at any Lowe's Foods store. Lowe's Foods Rewards Cards that are stolen, fraudulent, tampered with or otherwise altered are not eligible for use in the Sweepstakes.

Entry by Mail. In lieu of the Rewards Card-use 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 and age on a single 3" X 5" card (the "Mail-In Entry") and mailing it to: 2010 Great Grocery Giveaway, P.O. Box 562147, Charlotte, NC 28256. No purchase or ownership or use of a Rewards Card is necessary to enter by mail. Customers are limited to one Mail-In Entry per envelope per day. 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 day and/or the one request per envelope will not be entered into the drawing. All Mail-In Entries must be postmarked by September 7, 2010 in order to be eligible. All Mail-In Entries become the exclusive property of Lowe's Food Stores, Inc. 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 September 13, 2010. Chance of winning depends on total number of eligible entries received. Decisions are final. The prize will be awarded and the winner notified by telephone. All entries must be received by midnight on September 10, 2010 in order to be eligible.

3. PRIZES AND APPROXIMATE VALUE:

GRAND PRIZE – One (1) customer will win a \$500 Lowe's Foods Gift Card.
Approximate retail value (ARV)- \$500 Total ARV - \$500

4. GENERAL RULES: Employees, officers and directors of Lowe's Food Stores, Inc., Alex Lee, Inc., Kraft Foods, National Pork Board, General Mills, Sister Schubert's and their 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. Lowe's Food Stores, Inc., Alex Lee, Inc., Kraft Foods, National Pork Board, General Mills, Sister Schubert's, and their subsidiaries, parents, and affiliates, 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 Sweepstakes, the operation of this Sweepstakes or the acceptance, possession, use or misuse of the prize. 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. All federal, state and local laws apply. Potential prize winners will be asked to execute an Affidavit of Eligibility/ Release of Liability Prize Acceptance form within 14 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). Lowe's Food Stores, Inc. 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, or if the winner cannot be reached at the phone number on the winner's Entry Form or Rewards 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 Lowe's Food Stores, Inc. reserves the right to substitute prizes of comparable value.

All Mail-In Entries become Lowe's Food Stores, Inc. property and will not be returned. Lowe's Food Stores, Inc. 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 Rewards Card applications or for the operation of the Rewards Card program, including data loss and/or corruption, computer malfunctions or software errors. To qualify for entry based on having a Rewards Card scanned, you must provide Lowe's Food Stores, Inc. a valid name and address associated with the card number. Rewards Card membership is free and is open to everyone who completes and submits a customer application. Lowe's Food Stores, Inc. reserves the right, at its sole discretion, to cancel the Rewards Card-use entry portion of this Sweepstakes, should either portion or the Rewards 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. **LIST OF WINNERS.** For the names of the major winners, available after September 30, 2010, send a separate, stamped self-addressed (#10) envelope to, Great Grocery Giveaway Winners, Lowes Foods Stores, Inc., P.O. Box 562147, Charlotte, NC 28256.

SPONSORS: National Pork Board, Des Moines, IA
 Lowe's Food Stores, Inc., Winston-Salem, NC
 Kraft Foods Inc. Northfield, IL
 General Mills, Inc., Minneapolis, MN
 Sister Schubert's, Luverne, AL

Participating UPCs:

Green Giant

12 oz.Green Giant Valley Fresh Steamers Broc & Cheese	2000019963
Green Giant Extra Sweet Nibblers 12 count	2000012864
Green Giant Corn on the Cob 12 ears	2000012138
Green Giant Broccoli Spears with Butter	2000000168
Green Giant Healthy Weight Vegetable	2000019759
Green Giant Valley Fresh Fresh Sweet corn and butter	2000019966

Kraft Foods

8oz Kraft Mild Shred	2100062505
8oz. Kraft Mozzarella Shred	2100072394
8oz Kraft Mozz. Shred	2100063382
8 oz. Kraft Pizza Shred Mozz./Ched.	2100063855
8 oz. Kraft 2% Sharp Shred	2100062175

Sister Schuberts

12/11-Sister Shuberts Parker House Dinner Rolls	48162-61452
12/15 Sister Shuberts Yeast Rolls	48162-62102
8/15 Sister Shubert Wheat Rolls	48162-62200
8/12 Sister Shuberts Mini Pan Rolls	48162-62200