



"Weekly Email Sweepstakes"

OFFICIAL RULES September 27, 2015 to November 28, 2015

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. **SPONSOR:** TOPS Markets, LLC ("Sponsor") is the official sponsor of the "TOPS Weekly Email Sweepstakes" ("Sweepstakes").
2. **ELIGIBILITY:** Sweepstakes is open only to legal residents of New York and Pennsylvania, ages 18 and over ("Eligible Customers"). Business entities such as corporations or companies are not eligible to enter or win. Associates, officers and directors of the Sponsor, its retail stores, distribution centers and division offices, its subsidiaries and affiliates, promotion suppliers, affiliated advertising agencies, third party contractors and spouses of the aforementioned groups (and the I.R.S. listed dependents or members of household including dependents in the military or attending college living away from home) are not eligible to win. This Sweepstakes is void elsewhere and where prohibited by law. Sweepstakes is subject to all applicable federal, state and local laws, rules, and regulations.
3. **SWEEPSTAKES PERIOD:** One potential winner will be selected on a weekly basis, with the first week beginning on Sunday, September 27, 2015 and the last week ending on Saturday, November 28, 2015 ("Sweepstakes Period"), with each week starting on Sunday and ending on Saturday ("Weekly Drawing").
4. **HOW TO ENTER:** There are two ways to enter each Weekly Drawing, WITH NO PURCHASE NECESSARY FOR EITHER METHOD OF ENTRY. (1) Automatic Entry: Each eligible TOPS BONUSCARD or Wild Card household that is an active, registered member of the TOPS e-Bonus Saver™ Ad Alert weekly e-mail program, as of 11:59:59 p.m. on each Wednesday during the Sweepstakes Period is automatically entered for a chance to win that week's Weekly Drawing, beginning on Wednesday, September 30, 2015 through Wednesday, November 25, 2015. Customers may register for the TOPS e-Bonus Saver™ Ad Alert weekly e-mail program by registering your e-mail address when visiting the Sponsor's website at www.TopsMarkets.com. A free TOPS BONUSCARD may be obtained by submitting a completed application at any Tops Friendly Market, Quality Market, and/or at any participating P&C Foods Store. (2) Entry by Mail: In lieu of automatic entry into each Weekly Drawing by being an active, registered member of the Tops e-Bonus Saver™ Ad alert weekly e-mail program, you may also enter each Weekly Drawing by mail as follows (each a "Mail Entry"): Hand print your complete name, address, telephone number with area code, e-mail address and 11 or 12 digit TOPS BONUSCARD or Wild Card number (if known) on a 3"x 5" card and mail it in a stamped #10 envelope to: Tops Friendly Markets, "2015 TOPS Weekly Email Sweepstakes," P.O. Box 1027 Buffalo, NY 14240-1027. Each Mail Entry must be received by the Sponsor's marketing department as of 11:59:59 p.m. on each Wednesday during the Sweepstakes Period to be eligible for a chance to win that week's Weekly Drawing, beginning on Wednesday, September 30, 2015 through Wednesday, November 25, 2015. Mail-in envelopes may not contain more than one Mail Entry per outer stamped envelope. Any envelope that is larger than a # 10 envelope will be automatically disqualified. Each Mail Entry becomes the property of Sponsor and will not be returned. No Mail Entry will carry over into a subsequent Weekly Drawing. Limit one entry per e-mail address for each Weekly Drawing, regardless of the method of entry. Should multiple users of the same e-mail address enter the Sweepstakes and a dispute thereafter arise regarding the identity of the entrant, the Sponsor reserves the right to split the prize equitably amongst all eligible entrants who otherwise comply with the Official Rules.
5. **WINNER(S) SELECTION AND NOTIFICATION:** One potential winner will be selected for each Weekly Drawing from all eligible entries in a random drawing held by Sponsor on each Friday during the Sweepstakes Period ("Weekly Drawing Period"). The potential winner for each Weekly

Drawing will be notified via e-mail on the following Saturday and he or she must open and respond positively to the e-mail (including compliance with instructions contained within the e-mail notification) before 12:00 p.m. on the subsequent Friday to remain eligible to win. The weekly prize may be forfeited if the e-mail notification is undeliverable and/or if the potential winner fails to respond positively to the e-mail notification and/or comply with the instructions contained within the e-mail notification within the time allotted. Potential winners responding to an e-mail notification must match the entry information on file with the Sponsor's Marketing Department to be eligible to win. Winner(s) must comply with all laws, rules and regulations concerning this Sweepstakes, as well as the Official Rules as published. Sponsor is not responsible for winner limitations that prevent acceptance or use of any prize. Failure to comply with these Official Rules will result in forfeiture of prize. By accepting a prize, each winner(s) waives and releases Sponsor and any participating companies, and its/their respective parent, subsidiaries, affiliates, and the directors, officers, employees or agencies of any of the above organizations from any and all liability for any injuries, losses and/or damages of any kind or nature caused by the prize or resulting from acceptance, possession, and/or use/misuse of the prize. Entry into the Sweepstakes, and/or acceptance of any prize shall, where lawful, constitute and signify each winner's agreement and consent that Sponsor may use the winner's name, address, likeness, voice, photo(s) and/or prize information for advertising, publicity, and/or promotional purposes without further payment or consideration. Sponsor's decisions on all matters relating to the Sweepstakes shall be final. Odds of winning any prize depend on the number of eligible entries received by Sponsor corresponding to each individual Weekly Drawing Period.

6. **PRIZES:** The winner of each Weekly Drawing is eligible to receive ONE (1) \$100 TOPS Gift Card. No more than eight (8) weekly prizes will be awarded. Some weekly prizes may not be awarded if the potential winner fails to open and respond positively to the e-mail notification and/or comply with the instructions contained within the e-mail notification within the time allotted. All prizes are non-transferable, and no substitutions will be made except at Sponsor's discretion. All federal, state and local taxes (including any sales or use tax) where applicable are the sole responsibility of the prize recipient. Approximate retail value (ARV) of each weekly prize is \$100.00.
7. **GENERAL TERMS/CONDITIONS:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules and/or the rights and obligations as between any entrant and the Sponsor and any participating companies in connection with this Sweepstakes shall be governed by and construed in accordance with the internal laws of the State of New York including procedural provisions without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state's or jurisdiction's laws. Each applicant for entry agrees that the Sponsor and any participating companies involved in this Sweepstakes are not responsible for: (1) any illegible, incorrect or inaccurate information, whether caused by the applicant, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software that affect, for example, any automatic entry; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) lost, late, damaged, misdirected, incomplete, stolen, altered, mutilated, or illegible entries; (6) incorrect BONUSCARD or Wild Card data on file with the Sponsor's Marketing Department; or (7) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from each applicant's participation in the Sweepstakes and/or their receipt or use or misuse of any prize. Disputes: Except where prohibited by law, each applicant for entry agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of court or class action, and exclusively by binding Arbitration under the American Arbitration Association's Consumer rules and procedures, at which point all arbitration will be conducted in the State of New York; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will any applicant

be permitted to obtain awards for, and each applicant for entry hereby waives, all rights to claim, indirect, 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.

8. **COPY OF OFFICIAL RULES / WINNERS LIST:** To obtain a copy of these Official Rules, please go to www.topsmarkets.com, and/or send a self-addressed, stamped reply envelope to: "TOPS Weekly Email Sweepstakes – Copy of Rules", P.O. Box 1027 Buffalo, NY 14240-1027. To obtain a list of winners, after December 1, 2015, visit www.TopsMarkets.com or send a self-addressed, stamped reply envelope to: "TOPS Weekly Email Sweepstakes - Winners List", P.O. Box 1027 Buffalo, NY 14240-1027. All requests for winners list must be received by the Sponsor's Marketing Department by December 31, 2015.