

## **Tops MoolahVille Online Game Official Rules**

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

### **1. Eligibility**

Tops MoolahVille Online Game (the “Sweepstakes”) is open only to legal residents of New York, Pennsylvania and Vermont, ages 18 and over on their date of entry into the Sweepstakes (“Eligible Customers”). Proof of residency and age may be required. Business entities such as corporations or companies are not eligible to enter or win. Associates, officers and directors of the Sponsor and Northeast Grocery, Inc., its retail stores, distribution centers and division offices, its subsidiaries and affiliates, franchisees, 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. This Sweepstakes is governed by these Official Rules and is subject to all applicable federal, state and local laws, rules, and regulations. In order to enter the Sweepstakes or receive a prize, you must fully comply with the Official Rules and, by entering, you agree to be bound by these Official Rules and the decisions of the Sponsor, whose decisions shall be binding and final in all respects relating to this Sweepstakes.

### **2. Sponsor and Administrator**

Sponsor: Tops Markets, LLC , P.O. Box 1027, Buffalo NY 14240-1027. Administrator: Konekt.io Inc., 136 Madison Ave, Floor 6, New York, NY 10016.

### **3. Timing**

The Sweepstakes Entry Period begins on March 22, 2026, at 12:00:01 am Eastern Daylight Time (“EDT”) and ends on May 23, 2026, at 11:59:59 pm EDT (“Sweepstakes Entry Period”). The Sweepstakes Game Period begins March 22, 2026, at 12:00:01 am EDT and ends on May 30, 2026, at 11:59:59 pm EDT (“Sweepstakes Game Period”). Sponsor is the official timekeeper for this Sweepstakes. The Sweepstakes Game Period will end early if all of the Instant Win Prizes are awarded before the end of the Sweepstakes Game Period.

### **4. How to Enter**

There are two (2) ways to enter the Sweepstakes:

(1) Enter by Qualifying Purchase: Eligible customers who use their active registered Tops BonusPlus®, BonusCard, or Wild Card to make a qualifying purchase (“Qualifying Purchase,” subject to exclusions noted below) at any of the 147 participating Tops Friendly Markets locations in New York, Pennsylvania, or Vermont (each, a “Participating Store”) during the Sweepstakes Entry Period will receive one (1) game play if they spend \$10.00\* or more on qualifying products in a single purchase transaction. Limit of one (1) entry per day and three (3) entries per week.

\*\$10.00 minimum spend must be met after all discounts have been subtracted from the order and before sales tax and deposits have been added to the order. Minimum spend requirement also excludes the following purchases: certain milk and milk-related products (PA only, due to state law), gasoline, pharmacy, office services, including but not limited to Western Union, wire transactions, money orders,

postage stamps, lottery tickets, and/or utility bill transactions, gift cards, alcohol, tobacco, purchases made at in-store Tim Hortons and Starbucks franchise locations and any other items prohibited by law. Purchases made at (i) TopsMarkets.com or at (ii) the Instacart.com or doordash.com websites (unless such third party purchase was linked to an active registered Tops BonusPlus®, BonusCard or Wild Card account), and/or at Tops fuel stations, convenience stores (including Tops Xpress® and Tops Fresh Xpress locations) shall not be considered made at a Participating Store and do not constitute a Qualifying Purchase. An Eligible Customer's active registered Tops BonusPlus®, BonusCard or Wild Card must be scanned at the time of purchase for the purchase to be a Qualifying Purchase.

Upon receipt of a valid entry by Qualifying Purchase, each Eligible Customer will be directed to enter the MoolahVille.com website during the Sweepstakes Game Period to see if their valid entry is a winning entry. A valid entry may take up to one (1) hour from the time of issuance to be displayed on, and become eligible for play at, MoolahVille.com. Upon entering the MoolahVille.com website, the entrant must select one (1) of the available options (namely, the entrant will be asked to choose one (1) door out of the four (4) doors available on the screen) to see if that entry leads to a possible instant win prize. Each eligible entry permits one (1) game play. Upon completion of the game play, the entrant will receive an on-screen notification indicating whether he or she is a potential winner of an instant win prize. All instant win results are subject to verification and compliance with these Official Rules.

(2) To Enter without Purchase: Mail a handwritten entry request to Sponsor including entrant's complete name, address, telephone number with area code and email address on a 3" x 5" card and mail it in a stamped envelope to: Tops Friendly Markets, "MoolahVille" PO Box 1027, Buffalo, NY 14240-1027. Limit one Mail Entry per outer stamped envelope. Mail-in envelopes larger than a # 10 envelope will be automatically disqualified. Each mail entry must be separately hand written; no entry will be eligible if it was created via copier, facsimile machine or by mechanical reproduction of any kind. Sponsor is not responsible for any mail entry that is illegible, undeliverable, misdirected, mutilated, lost, late, incomplete, damaged, stolen, or altered. Each mail entry becomes the property of Sponsor and will not be returned. Must be post-marked no earlier than March 18, 2026, and no later than May 23, 2026. Limit of one (1) entry request per envelope, one (1) entry per day and three (3) entries per week. Note that a valid email address is required to provide the entry.

Upon receipt of a valid entry without Purchase, Sponsor will conduct a game play on behalf of the Eligible Customer. Each eligible entry permits one (1) game play. Upon completion of the game play, the entrant will receive an email notification indicating whether he or she is a potential winner of an instant win prize. All instant win results are subject to verification and compliance with these Official Rules.

**LIMIT:** Participants may receive and play one (1) game play for each eligible entry earned during the Sweepstakes Entry Period. Eligible entries may be earned through a Qualifying Purchase or through a mail-in entry without a purchase, as described above.

Game plays must be completed during the Sweepstakes Game Period. Participants may not exceed the number of game plays corresponding to the total number of eligible entries earned. Should multiple users of the same Tops BonusPlus®, BonusCard, or Wild Card enter the Sweepstakes and a dispute thereafter arise regarding the identity of the entrant, the registered card holder of the Tops BonusPlus®, BonusCard, or Wild Card at the time of entry will be considered the entrant. Any attempt by any participant to obtain more game plays than those associated with eligible entries—using multiple/different email addresses, Tops BonusPlus®, BonusCard, or Wild Card memberships, identities, registrations, logins, or any other methods—will void that participant's entries and may result in disqualification. Use of any robotic,

automatic, programmed or similar entry method or the use of any means to obtain more than the stated number of Sweepstakes entries plays per day will void all entries/plays and result in disqualification.

## **5. Winner Determination**

**Instant Win Prizes:** The odds of winning an instant win prize will be 1 in 5 or better for each entry. Each participant who receives a “win” message will be deemed a potential instant win prize winner pending verification of eligibility and compliance with these Official Rules, as determined by Sponsor and Administrator in their sole and absolute discretion. An entrant is not a winner of any prize unless and until eligibility and compliance with these Official Rules has been verified and the participant has been notified that verification is complete. Sponsor will not accept screenshots, printed confirmations, or other evidence of winning in lieu of its validation process. If, due to a technical, programming, seeding, human, printing, production, or other error, more winning messages are distributed or claimed than the number of prizes intended to be awarded, Sponsor reserves the right, in its sole discretion, to award the stated number of prizes through a random drawing from among all eligible, non-suspect prize claims received for the applicable prize level. Not all instant win prizes are guaranteed to be awarded.

**Prize Packages:** Five (5) additional prize packages are available and each such prize package is guaranteed to be awarded. Winners of each prize package will be selected in a random drawing conducted by Sponsor on or about June 4, 2026, from among all eligible winners of the “chance to win” prize that was awarded from the Instant Win prize pool. Odds of winning a prize package depend on the number of eligible “chance to win” prizes that were awarded from the Instant Win prize pool during the Sweepstakes Game Period.

Sponsor’s decisions regarding the administration and operation of the Sweepstakes and the selection and verification of potential winners are final and binding in all matters relating to the Sweepstakes.

## **6. POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR AND/OR ADMINISTRATOR. SPONSOR AND ADMINISTRATOR’S DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE ADMINISTRATION, OPERATION, SELECTION OF THE WINNERS AND OTHER MATTERS RELATED TO THE SWEEPSTAKES.**

### **7. Verification of Potential Winners**

Potential winners may be required to complete and return an Affidavit of Eligibility, Release of Liability and Publicity Release (where permitted by law) (collectively, the “Affidavit”) by the date specified by Sponsor. In the event: (a) potential winner cannot be reached for whatever reason after a reasonable effort has been exerted or the potential winner notification or Affidavit is returned as undeliverable; (b) potential winner declines or cannot accept, receive or use the prize for any reason; (c) of noncompliance with the above or within any of the aforesaid time periods, (d) potential winner is found to be ineligible to enter the Sweepstakes or receive the prize, (e) potential winner cannot or does not comply with the Official Rules, or (f) potential winner fails to fulfill the Affidavit-related obligations, the potential winner shall be disqualified from the Sweepstakes. Sponsor reserves the right to modify the notification and Affidavit procedures.

### **8. Prizes**

The following instant win prizes will be available.

Instant Win Prize Pool

	<u>Quantity</u>	<u>Approximate Retail Value</u>	<u>Total Approximate Retail Value</u>
\$20 Tops eGift Card	1,250	\$20.00	\$25,000.00
\$50 Tops eGift Card	500	\$50.00	\$25,000.00
\$100 Tops eGift Card	175	\$100.00	\$17,500.00
\$1 Tops BonusBucks eCoupon	4,050	\$1.00	\$4,050.00
\$2 Tops BonusBucks eCoupon	3,250	\$2.00	\$6,500.00
\$5 Tops Bonus Bucks eCoupon	1,500	\$1.00	\$7,500.00
\$2 off \$10+ Purchase in Bakery Department eCoupon	6,500	\$2.00	\$13,000.00
\$2 off \$10+ Purchase in Deli Department eCoupon	6,500	\$2.00	\$13,000.00
\$2 off \$10+ Purchase in Meat Department eCoupon	6,500	\$2.00	\$13,000.00
\$2 off \$10+ Purchase in Seafood Department eCoupon	6,500	\$2.00	\$13,000.00
\$2 off \$10+ Purchase in Produce Department eCoupon	6,500	\$2.00	\$13,000.00
\$2 off \$10+ Purchase in Frozen Department eCoupon	6,500	\$2.00	\$13,000.00
\$2 off \$10+ Purchase in Health & Beauty Department eCoupon	6,500	\$2.00	\$13,000.00
Free Product eCoupon*	130,000	\$2.08	\$270,400.00
One (1) Meal Donated to Local Food Bank	125,000	\$0.25	\$31,250.00
One (1) Entry for chance to Win Free Groceries for a Year (\$5,000 in Tops Gift Cards)	325,000	-	-
One (1) Entry for chance Win four (4) FIFA World Cup Tickets & \$1,000 in Pre-paid Gift Cards	250,000	-	-
One (1) Entry for chance to Win Free Pepsi Products for a Year (\$500 in Tops Gift Cards)	250,000	-	-
One (1) Entry for chance to Win Free Coca-Cola Products for a Year (\$500 in Tops Gift Cards)	250,000	-	-
One (1) Entry for chance to Win Frito Lay Snacks for a Year (\$500 in Tops Gift Cards)	250,000	-	-
<u>Prize Package Pool</u>	<u>Quantity</u>	<u>Approximate Retail Value</u>	<u>Total Approximate Retail Value</u>
Free Groceries for a Year (\$5,000 in Tops Gift Cards)	1	\$5,000	\$5,000.00
Four (4) FIFA World Cup Tickets & \$1,000 in Pre-paid Gift Cards**	1	\$4,200	\$4,200.00
Free Pepsi Products for a Year (\$500 in Tops Gift Cards)	1	\$500	\$500.00
Free Coca-Cola Products for a Year (\$500 in Tops Gift Cards)	1	\$500	\$500.00
Frito Lay Snacks for a Year (\$500 in Tops Gift Cards)	1	\$500	\$500.00

For all Prizes: No cash equivalent for any prize and no substitution will be made except as provided herein at the Sponsor’s sole discretion. Sponsor reserves the right to substitute a listed prize for one of equal or greater value for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use. All federal, state, and local tax liabilities, as well as any other costs and expenses not specified herein as being awarded are the sole responsibility of the Winner. Winner may be required to complete and return an IRS W-9 form (i.e. Request for Taxpayer Identification Number and Certification). Instant Win Prizes will be credited to the Winner’s Tops BonusPlus®, BonusCard, or Wild Card. Prize will be awarded only if the potential prize winner fully complies with these Official Rules. Total approximate retail value of all prizes available to be won is \$488,900.00.

\* Free Product prizes: Instant Win Game has 26 different Free Product Prizes with a value between \$0.65 and \$4.79 with an average value of \$2.08.

\*\*Additional Prize Terms: One (1) winner will receive four (4) tickets to the FIFA World Cup 2026 match between Panama and England at MetLife Stadium in East Rutherford, New Jersey, scheduled for Saturday, June 27, 2026, at 5:00 PM EST. Game selection is at the sole discretion of the Sponsor and is subject to change. All

expenses not expressly stated herein, including but not limited to transportation, parking, meals, lodging, and other incidental costs, are the sole responsibility of the winner and their guests. Sponsor is not responsible for any cancellation, postponement, delay, suspension, or rescheduling of the event. In such case, Sponsor shall have no further obligation to the winner. Sponsor reserves the right to assign alternative seating in its sole discretion.

### **9. Entry Conditions and Release**

Each entrant agrees to: (a) comply with and be bound by these Official Rules and the decisions of Sponsor and Administrator which are binding and final in all matters relating to this Sweepstakes; (b) defend, indemnify, release and hold harmless the Sponsor, Administrator and their respective parent, subsidiary, and affiliated companies, celebrities, and any other person and organization responsible for sponsoring, fulfilling, administering, advertising or promoting the Sweepstakes, and each of their respective past and present parents, affiliates, officers, directors, employees, agents and representatives (collectively, the "Released Parties") from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant's entry, creation of an entry or submission of an entry, participation in the Sweepstakes, acceptance, possession, attendance at, defect in, delivery of, inability to use, use or misuse of prize (including any travel or activity related thereto) and/or the broadcast, exploitation or use of entry. Winners acknowledge that the prize is awarded as-is without warranty of any kind.

### **10. Publicity**

Except where prohibited or restricted by law, winner's acceptance of prize constitutes the winner's agreement and consent for Sponsor and any of its designees to use and/or publish winner's full name, city and state/province/territory/country of residence, photographs or other likenesses, pictures, portraits, video, voice, testimonials, biographical information (in whole or in part), and/or statements made by winner regarding the Sweepstakes or Sponsor, worldwide and in perpetuity for advertising, publicity, trade and/or promotion on behalf of Sponsor, in any and all forms of media, now known or hereafter devised, including, but not limited to, print, TV, radio, electronic, cable, or World Wide Web, without further limitation, restriction, compensation, notice, review, or approval.

### **11. General Conditions**

Sponsor and its subsidiaries, affiliates, divisions, partners, representatives, agents, successors, assigns, employees, officers and directors shall not have any obligation or responsibility, including any responsibility to award any prize to entrants, with regard to: (a) entries that contain inaccurate information or do not comply with or violate the Official Rules; (b) entries, prize claims or notifications that are lost, late, incomplete, illegible, unintelligible, damaged or otherwise not received by the intended recipient, in whole or in part, due to computer, human or technical error of any kind; (c) entrants who have committed fraud or deception in entering or participating in the Sweepstakes or claiming the prize; (d) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties; (e) any inability of the winner to accept the prize for any reason; (f) if a prize cannot be awarded due to delays or interruptions due to Acts of God, natural disasters, terrorism, weather or any other similar event beyond Sponsor's reasonable control; or (g) any damages, injuries or losses of any kind caused by any prize or resulting from awarding, acceptance, possession, use, misuse, loss or misdirection of any prize or resulting from participating in this Sweepstakes or any promotion or prize related activities. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be (a) tampering

with the entry process or the operation of the Sweepstakes, or with any Website promoting the Sweepstakes; (b) acting in violation of the Official Rules; or (c) entering or attempting to enter the Sweepstakes multiple times through the use of multiple email addresses. If Sponsor determines, in its sole discretion, that technical difficulties or unforeseen events compromise the integrity or viability of the Sweepstakes, Sponsor reserves the right to void the entries at issue, and/or terminate the relevant portion of the Sweepstakes, including the entire Sweepstakes, and/or modify the Sweepstakes and/or award the prize from all eligible entries received as of the termination date.

## **12. Limitations of Liability**

The Released Parties are not responsible for: (a) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the entry process or the Sweepstakes; (d) technical or human error in the administration of the Sweepstakes or the processing of entries; (e) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize; or (f) for lost, late, illegible, misdirected, inaccurate, incomplete, undelivered, damaged, delayed, entries. If for any reason an entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes. No more than the stated number of each prize will be awarded.

## **13. Disputes**

Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action; (b) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, shall be resolved exclusively by the United States District Court or the appropriate New York State Court located in New York, New York; (c) 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 (d) under no circumstances will entrant be permitted to obtain awards for, and entrant 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. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

## **14. Entrant's Personal Information**

Information collected from entrants is subject to the Sponsor's Privacy Policy, which is available at <https://www.TOPSmarkets.com/Privacy>

## **15. Sweepstakes Results**

To obtain a list of winners, send a self-addressed, stamped reply envelope to:

MoolahVille Online Game Winners List  
Tops Markets, LLC – Marketing Department  
P.O. Box 1027  
Buffalo, NY 14240-1027

All requests for winners list must be received by the Sponsor's Marketing Department by July 31, 2026. Vermont residents may omit return postage to Vermont addresses or, with proof of Vermont residency, to other addresses.

**16. Availability of the Official Rules**

The Official Rules are available at address <https://www.TopsMarkets.com/MoolahVille>

**Abbreviated Rules**

NO PURCHASE NECESSARY TO ENTER OR WIN. The Tops MoolahVille Online Game is open only to legal residents of New York, Pennsylvania and Vermont who are at least eighteen (18) years old at the time of entry. Sweepstakes starts on March 22, 2026, at 12:00:01 am EDT and ends on May 30, 2026, at 11:59:59 pm EDT or sooner if all Instant Win prizes have been awarded. For entry and Official Rules visit <https://TopsMarkets.com/Moolahville>. Void where prohibited. Sponsored by Tops Markets, LLC , P.O. Box 1027, Buffalo NY 14240-1027.