

Rally Wall Sweepstakes
OFFICIAL RULES
August 31, 2025 – October 25, 2025

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED.

1. SPONSOR(S): Tops Markets, LLC (“Sponsor”) are the official sponsors of the “Rally Wall” Sweepstakes (“Sweepstakes”).

2. ELIGIBILITY: Sweepstakes is open only to legal residents of New York, Pennsylvania or Vermont, 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 and Northeast Shared Services, 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. Sweepstakes is subject to all applicable federal, state and local laws, rules, and regulations.

3. SWEEPSTAKES PERIOD: Sweepstakes begins at 12:00:00 a.m. on August 31, 2025 Eastern Daylight Time (EDT) and ends at 11:59:59 p.m. EDT on October 25, 2025 (the “Sweepstakes Period”). The Sponsor’s computer is the official timekeeping device for this Sweepstakes.

4. HOW TO ENTER: Eligible Customers must visit www.topsmarkets.com/RallyWall and submit the required information (name, address, phone number, email address, upload photo and select your “home store”, and check the “age verification”, “state verification”, “agree to allow use of photo”, and “agree to the Official Rules” boxes) to receive one (1) free entry into the Drawings. Limit of one (1) entry per Eligible Customer.

By submitting a photo, you confirm it is your original work (or that you have permission to use it) and that all individuals depicted have consented to its submission. You grant the Sponsor the right to use your photo for contest purposes and related promotional activities. Each participant is limited to one entry. Entrants are eligible to win only once; prior winners are not eligible for additional prizes. Entries must be respectful and appropriate. Sponsor reserves the right to disqualify submissions that do not comply with these guidelines.

5. WINNER(S) SELECTION AND NOTIFICATION: There will be eight (8) Entry Periods, as outlined below. Each Entry Period begins at 12:00:00 a.m. EDT on August 31, 2025, and ends at 11:59:59 p.m. EDT on the end date specified below:

- Entry Period 1: August 31 – September 6, 2025 (Drawing: September 8, 2025)
- Entry Period 2: August 31 – September 13, 2025 (Drawing: September 15, 2025)
- Entry Period 3: August 31 – September 20, 2025 (Drawing: September 22, 2025)
- Entry Period 4: August 31 – September 27, 2025 (Drawing: September 29, 2025)
- Entry Period 5: August 31 – October 4, 2025 (Drawing: October 6, 2025)
- Entry Period 6: August 31 – October 11, 2025 (Drawing: October 13, 2025)
- Entry Period 7: August 31 – October 18, 2025 (Drawing: October 20, 2025)
- Entry Period 8: August 31 – October 25, 2025 (Drawing: October 27, 2025)

Up to twenty-five (25) potential winners will be selected for each Entry Period from among all eligible entries received during that Entry Period in a random drawing conducted by the Sponsor’s Marketing Department. All eligible entries received during prior Entry Periods will carry forward into subsequent Entry Period drawings unless previously selected as a winner. The Sponsor’s decisions are final and binding in all matters related to the Sweepstakes. Odds of winning depend on the number of eligible entries received during the applicable Entry Period.

Potential winners will be notified via the email address provided at the time of entry on or about the applicable Drawing Date. Each winner will be awarded their prize electronically to the same email address. Unclaimed prizes will not be awarded. Eligible entrants may win only once during the Sweepstakes Period.

Winner(s) must comply with all laws, rules, and regulations concerning this Sweepstakes, as well as these Official Rules. By participating, each winner releases Sponsor and its parents, affiliates, subsidiaries, franchisees, and their respective directors, officers, employees, and agents (collectively, the “Released Parties”) from any and all liability related to the prize or participation in the Sweepstakes. Entry and/or acceptance of a prize constitutes consent, where lawful, for Sponsor to use the winner’s name, address, likeness, voice, and/or prize information for advertising, publicity, and promotional purposes without additional compensation.

6. PRIZE(S): A maximum of two hundred (200) winners will each be awarded one (1) Tops eGift Card with an Approximate Retail Value (“ARV”) of \$25.00. The total maximum ARV of all prizes available in this Sweepstakes is \$5,000.00. In the event any prize becomes unavailable, Sponsor reserves the right to substitute a prize of equal or greater value.

7. GENERAL CONDITIONS: This Sweepstakes is void where prohibited. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules and/or the rights and obligations as between any applicant 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 Released Parties 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 Store Entry or Online 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) incomplete or incorrect online entries; (6) incorrect Tops BonusPlus, 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 into this Sweepstakes 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. Sponsor values your business and the trust you place in us. The Sponsor believes in the importance of protecting its customer’s information and its complete privacy policy may be found online at: <http://www.TOPSmarkets.com/Privacy>. This Privacy Policy outlines: (a) our definition of customer information, (b) how customer information is collected, (c) how customer information is used, (d) how you may prevent your customer information from being collected, and (e) the measures we take to safeguard customer information. Our primary reasons for collecting customer information is to help us deliver greater value to you and to improve your shopping experience with us. For example, we may use customer information to advise you about products, services, special savings, coupons and discounts we believe may be of interest to you, and to advise you of important information such as product recalls.

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: “Rally Wall” – Copy of Rules”, P.O. Box 1027 Buffalo, NY 14240-1027. To obtain a list of winners, send a self-addressed, stamped reply envelope to: “Rally Wall - Winners List”, P.O. Box 1027 Buffalo, NY 14240-1027. All requests for rules or winners list must be received by the Sponsor’s Marketing Department by December 31, 2025. Vermont residents may omit return postage to Vermont addresses or, with proof of Vermont residency, to other addresses.