

MARIANO'S REWARDS REGISTRATION GIVEAWAY GAME - OFFICIAL RULES

The Mariano's Rewards Registration Giveaway Game (the "Game") is offered by Roundy's Supermarkets, Inc. ("Game Sponsor") and is administered by WSP International Limited ("Administrator").

NO PURCHASE IS NECESSARY TO PLAY THE GAME. Making a purchase will not improve your chances of winning. Participation in the Game constitutes the entrant's ("you" or "your") full and unconditional agreement and acceptance of these Official Rules including the decisions of the Game Sponsor, which are final on all matters relating to the Game.

YOU MUST HAVE A REGISTERED MARIANO'S REWARDS CARD ("Rewards Card") AND A VALID EMAIL ADDRESS TO PLAY THE GAME AND REDEEM PRIZES AND DISCOUNTS.

General Game Information: The Game is sponsored and being played at approximately 41 Mariano's stores ("Participating Store(s)") located in the state of Illinois that are owned and operated by the Game Sponsor. The Game is played using Digital Tickets ("Digital Ticket") that can be opened on a computer, tablet or smartphone. You may obtain a Digital Ticket, while supplies last, when you register your Rewards Card at www.marianos.com during the Game Period. **If you do not have a Rewards Card, you can apply and get one free by going to** the Customer Service Counter at any Participating Store or go to www.marianos.com for full details.

Important: You must register your Rewards Card at www.marianos.com. Once registered, there is a limit of one (1) Digital Ticket per registered Rewards Card. There is no purchase required to obtain or register a Rewards Card, or to receive a Digital Ticket. Any questions, concerns or comments regarding the Game can be forwarded to support@marianosgiveaway.com or send your questions, concerns or comments and a self-addressed envelope to: Mariano's Giveaway, 600 Main Street, #300, Tonawanda, NY 14151-0888.

1. GAME DATES: The Game begins on Monday, April 17, 2017 at 12:00:01 AM ET, (the "Game Start Date") and is scheduled to end on Wednesday, May 17, 2017 at 11:59:59 PM ET (the "Scheduled Game End Date") or whenever Digital Ticket supplies are exhausted, whichever occurs first. The period between the Game Start Date and the scheduled Game End Date is known as the "Game Period." Certain components of the Game will end on different dates during the Game Period, as indicated elsewhere in these Official Rules.

2. WHO CAN PLAY: The Game is open to all legal residents of the states of Illinois, Michigan, Wisconsin, Indiana and Iowa who are 18 years or older as of the Game Start Date. Employees of Game Sponsor (in Participating Stores, the corporate offices, and distribution centers), employees of Game Sponsor's parent companies, affiliates, and subsidiaries, as well as Game Sponsor's sales representatives, administrators, advertising and promotion agencies, and any entity that Game Sponsor contracts with, specific to this Game, their employees and immediate household members of any of the foregoing ("Employees"), are eligible to play and win prizes up to a maximum value of \$100.00 in the Game as specified herein.

3. HOW TO PLAY: There are two (2) ways to play: (A) Instant Win Prizes, (B) Online Sweepstakes. Within twenty-four (24) hours of registering your Rewards Card, you will receive a Digital Ticket via email. Follow the instructions to click the link to open your Digital Ticket. **Important: You must have subscribed to receive email communications during the registration process in order to receive your Digital Ticket.** If you have not subscribed to receive email communications, you can visit www.marianos.com and update your communications preferences. If you do not receive your Digital Ticket via email, you can visit www.marianosgiveaway.com and follow the onscreen instructions to open your Digital Ticket.

(A) INSTANT WIN PRIZES: When opened, some Digital Tickets will reveal the message "You've Won!" followed by the description of an Instant Win Prize ("Instant Win Prizes"). The approximate retail value of the Instant Win Prizes, as of April 10, 2017, range from \$1.50 to \$100.00. See charts below for additional details. There are a total of 4,275 Instant Win Prizes available to be won.

Table 1 - The following are offered as Instant Win Prizes available for distribution:

Instant Win Prize	Details	Average Retail Value	Quantity Available	Odds to Win (based on 140,000 Digital Ticket Deliveries)
FREE VERO COFFEE	20 oz. Cup	\$1.75	3000	1 in 47
FREE COOKIES FROM THE BAKERY	24 Count	\$5.00	700	1 in 200
TODDS BBQ COMBO MEAL		\$9.00	350	1 in 400

\$25 VERO COFFEE AND GELATO GIFT CARD		\$25.00	25	1 in 5,600
\$25 TODDS BBQ GIFT CARD		\$25.00	25	1 in 5,600
\$25 SALAD BAR GIFT CARD		\$25.00	25	1 in 5,600
\$25 OKI SUSHI GIFT CARD		\$25.00	25	1 in 5,600
\$25 HOT BAR GIFT CARD		\$25.00	25	1 in 5,600
\$50 VERO COFFEE AND GELATO GIFT CARD		\$50.00	15	1 in 9,334
\$50 TODDS BBQ GIFT CARD		\$50.00	15	1 in 9,334
\$50 SALAD BAR GIFT CARD		\$50.00	15	1 in 9,334
\$50 OKI SUSHI GIFT CARD		\$50.00	15	1 in 9,334
\$50 HOT BAR GIFT CARD		\$50.00	15	1 in 9,334
\$100 VERO COFFEE AND GELATO GIFT CARD		\$100.00	5	1 in 28,000
\$100 TODDS BBQ GIFT CARD		\$100.00	5	1 in 28,000
\$100 SALAD BAR GIFT CARD		\$100.00	5	1 in 28,000
\$100 OKI SUSH GIFT CARD		\$100.00	5	1 in 28,000
\$100 HOT BAR GIFT CARD		\$100.00	5	1 in 28,000
Total			4,275	1 in 33

WHAT TO DO WHEN YOU GET AN INSTANT WIN MESSAGE: For all Instant Prizes, you can load your prize on your Rewards Card when you go to www.marianos.com. Click on “Sign-In” and complete your registration information. Once logged in, click on “circular & coupons” and then click on “coupons”. Your prize will be shown as a coupon, simply clip the appropriate prize coupon and your prize will be automatically loaded onto your activated Rewards Card (allow twenty four (24) hours before loading your prize on your Rewards card). Once your prize has been loaded on your Rewards Card, the prize can be redeemed on your next shopping trip. Instant Prizes for food items (provided that you have purchased the item) will be deducted off your purchase total. Applicable taxes and / or bottle deposits will not be deducted. All Specialty Department Gift Card prizes will be mailed to the winners address indicated during their registration process of their Rewards card. Please allow for 2-4 weeks for delivery of gift cards. Digital Tickets cannot be doubled or combined with any other offer, except as detailed herein. Total redemption value on any Instant Prize may not exceed the retail value of the item. Last date for you to receive delivery of Digital Tickets will be 11:59:59 PM ET on Thursday, May 18, 2017. Digital Tickets must be opened online before 11:59:59 PM ET on Thursday, May 25, 2017. **You have through Wednesday, May 31, 2017 to come into any Participating Store to redeem any prize that has been loaded on your Rewards Card. Employees are eligible to redeem Instant Prizes.**

(B) GRAND PRIZE ONLINE SWEEPSTAKES: If your Digital Ticket reveals that you have received an entry in the Grand Prize Online Sweepstakes (“sweepstakes”), you will be automatically entered into the sweepstakes and will receive a notification on screen.

Grand Prize Online Sweepstakes Drawing: There will be one (1) Grand Prize Sweepstakes drawing held to award one (1) prize of Free Groceries for a Year, valued at, and limited to five thousand, two hundred dollars (\$5,200.00) in Game Sponsor’s Gift Cards. Prize will be awarded in Gift Card(s) of various denominations, with a total value of and not exceeding \$5,200.00. Drawing will be held at the Administrator’s offices in Markham, ON, Canada on Friday, May 26, 2017. Winner will be randomly selected from among all eligible online entries received prior to the drawing date. **Employees are NOT eligible to win the Grand Prize.**

4. NOTIFICATION AND REDEMPTION:

- A) Instant Prizes and Instant Discounts:** (See Rule 3(A) – WHAT TO DO WHEN YOU GET A TICKET WITH AN INSTANT WIN OR INSTANT DISCOUNT MESSAGE). All prize claims may be subject to verification by Administrator and/or personnel authorized by the Game Sponsor at the Participating Store where the Instant Prize or Instant Discount is being redeemed.

- B) Grand Prize Online Sweepstakes:** If you have been selected as the potential winner in the drawing described above, the Game Sponsor or Administrator will notify you via the Game website, email, postal mail, registered mail, courier and/or phone. As a condition of awarding the Grand Prize Online Sweepstakes, winner must have signed and returned, within seven (7) days of receipt, the Game Sponsor's Compliance, Release, and Indemnity Form under which, among other matters, winner confirms his/her compliance and eligibility with these Official Rules and releases and indemnifies Game Sponsor, Administrator and other certain parties. Prize winner may be asked to provide proof of identity (a copy of a valid and current Driver's License, or any other government issued photo I.D.) If a potential winner refuses or fails to timely return the required documents, in accordance with these Official Rules, or is found to have violated the Official Rules of the Game in any way, or is deemed ineligible to receive a prize for any reason, or if any prize or prize notification from Game Sponsor or Administrator is returned as undeliverable, the potential winner will be disqualified and will be deemed to have forfeited the prize in question. In the event the potential winner is disqualified and forfeits the prize, Game Sponsor will hold a drawing to select an alternate prize winner from among the pool of remaining, eligible entries received.

Grand Prize Online Sweepstakes will be redeemed at the Participating Store closest to winner's valid disclosed address by prepaid delivery. Upon receipt of the prize, the appropriate Participating Store will contact you by telephone and/or mail to make arrangements for you to pick the prize up at the Participating Store. A minimum of three (3) attempts will be made to contact the winner to arrange for pick-up of the prize. **If prizes is not claimed within thirty (30) days of the third attempt to be contacted, prize will be deemed forfeited.** In that case, Game Sponsor will hold a drawing to select an alternate prize winner from among the pool of remaining, eligible entries received. Allow approximately four (4) to eight (8) weeks for shipment of prizes to Participating Stores or winners valid disclosed addresses following verification.

For All Prizes: Prizes may not be transferred or assigned and no prize substitutions by winners are allowed, except as expressly provided herein. By accepting any prize, prize winner confirms his/her compliance with these Official Rules and releases the Game Sponsor, any Prize Sponsors, their respective Administrators, affiliates, subsidiaries, advertising and promotional agencies, and the directors, officers, partners, dealers, employees and agents of each of the foregoing, from and against any and all liability arising from or in connection with participation in the Game or the acceptance, possession or use/misuse of any prize. Game Sponsor reserves the right, at its sole discretion, to substitute an advertised prize (or portion thereof) with a prize of equal or greater value, at Game Sponsor's election for reasons that may include, but are not limited to: unavailability, or production delays caused by labor disruptions or otherwise, adverse weather conditions or other unforeseen events.

5. ODDS: Odds of winning an Instant Prize or Instant Discount are as stated in Rule 3(A) and are based on 140,000 activated Reward Cards. Odds of winning Grand Prize Online Sweepstakes depend on the number of eligible entries received in accordance with these Official Rules.

6. PUBLICITY: Acceptance of any prize constitutes permission for Game Sponsor and its direct and indirect affiliates to use any winner's name, likeness, voice and/or comments for advertising, trade or promotional purposes worldwide in commerce and in any media without limitation or additional compensation in accordance with law. The names of the prize winners may be published on www.marianosgiveaway.com, the Game Sponsor's website, and in its advertising media, following verification of all prize winners.

7. RESTRICTIONS: The following are prohibited and will result in automatic and immediate disqualification from the Game: (1) Using any method to obtain a Digital Ticket by any means other than those described in these Official Game Rules (see General Game Rules, page 1). (2) Using any method that artificially increases odds of winning; (3) Any attempt to forge, duplicate or alter any Digital Ticket. (4) Using any robotic, automatic, mechanical, programmed or any similar entry duplication method to enter Online Sweepstakes or to claim any prize online; (5) non-compliance with these Official Rules; and (6) any other act which the Game Sponsor determines in its sole discretion, jeopardizes the integrity or proper conduct of the Game. Game Sponsor further reserves the right, at its sole discretion, to prosecute any individual who tampers with or attempts to tamper with the entry process or who enters using any automatic or programmed entry duplication method.

8. PRIVACY: Game Sponsor will be collecting the personal data about entrants included in their Rewards Card and an email address, for the purpose of administering the Game and for purposes of marketing research conducted by the Game Sponsor. Additionally for all prizes with a value of \$600 or more Game Sponsor will be collecting additional personal data, including confirmation of date of birth and social security number, as required by applicable law for tax reporting purposes. No personal data collected for the above purposes will be sold to any third party.

Game Sponsor may however, match aggregated, statistical user information to parameters established by third parties, without releasing any personally identifiable information, for marketing and consumer research purposes. Game Sponsor may also share aggregate information with its marketing business partners to develop promotions and other benefits and programs for its customers;

however, this aggregated information will not contain personally identifiable information. Any requests to update or rectify information must be made in writing by with your request to: support@marianosgiveaway.com or by sending your request, questions, concerns or comments and a self-addressed, stamped envelope to: Mariano's Giveaway, 600 Main Street, #300, Tonawanda, NY 14151-0888.

9. WINNER'S LIST: The name of the Grand Prize Online Sweepstakes winner and a copy of the complete Official Rules will be available at www.marianosgiveaway.com or by sending a self-addressed envelope to Mariano's Giveaway, 600 Main Street, #300, Tonawanda, NY 14151-0888, or by email to support@marianosgiveaway.com. Please specify "Official Rules and/or "Winners List" with your request.

10. DIGITAL TICKETS: Liability for the issuance of an invalid Digital Ticket, if any, is limited to replacement of ticket. Game Sponsor is not responsible for any Digital Tickets not delivered for any reason. No more than the number of prizes stated in these Official Rules will be awarded.

11. GENERAL TERMS AND CONDITIONS: Participation in the Game constitutes the entrant's full and unconditional agreement to and acceptance of these Official Rules including the decisions of Game Sponsor and Administrator (collectively the "Game Entities"), which are final with respect to all matters relating to the Game. This Game is void outside the jurisdictions specified in these Official Rules and where prohibited by law and is subject to all applicable federal, state, local, and municipal laws and regulations. By participating in the Game, and as a condition of acceptance of any prize, each entrant, his/her heirs, executors, administrators, and assigns, RELEASES AND FOREVER DISCHARGES AND HOLDS HARMLESS the Game Entities, their direct and indirect subsidiaries and affiliates, and their advertising, promotion and fulfillment agencies and legal and other advisors, and each of their employees, officers, directors, shareholders, partners and agents (collectively, the "Released Parties"), from and against any and all losses, damages, rights, claims, actions, causes of action, personal injury, property damage or death (including without limitation all costs and liabilities of any kind, including attorneys' fees), AND INCLUDING WITHOUT LIMITATION ANY LIABILITY ARISING FROM ANY ACT OR OMISSION OF NEGLIGENCE OR INTENTIONAL CONDUCT OF THE ENTRANT, that the entrant now has, or may hereafter have against the Released Parties directly or indirectly resulting or arising from: (a) participation in the Game, or the awarding, acceptance, use, or misuse of any prize, or traveling to, preparing for, or participating in any Game-related or prize-related activity; or (b) the publicity rights granted to the Game Sponsor and its direct and indirect affiliates as referred to above. It is understood that there may be serious risks of bodily injury, death, or property damage associated with the redemption, use or misuse of any prize, and any prize winner voluntarily assumes these risks. The entrant will be required to pay any taxes, if applicable, associated with the awarding of any prize. Any claim or dispute with respect to the Game, the prize, or these Official Rules shall be governed by the laws of the State of Wisconsin law and any proceedings in relation to any such claim or dispute shall be resolved exclusively by federal and state courts of Wisconsin. If any portion of these Official Rules is determined to be unenforceable by a court of law, all other parts of these Official Rules shall remain in full force and effect, and that the conditions and covenants herein shall be binding on the entrant and the entrant's heirs and assigns.

PRIZES SHALL BE ACCEPTED "AS IS." IT IS UNDERSTOOD THAT THE GAME ENTITIES HAVE NOT MADE ANY WARRANTY, REPRESENTATION, OR GUARANTEE, EXPRESSED OR IMPLIED, INCLUDING BUT NOT LIMITED TO ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, REGARDING ANY PRIZE, OR ANY SUBSTITUTE PRIZE. ALL ENTRIES AND PRIZE CLAIMS RECEIVED BECOME THE PROPERTY OF GAME SPONSOR AND WILL NOT BE RETURNED. GAME SPONSOR RESERVES THE RIGHT TO CANCEL OR MODIFY THE GAME OR TO AMEND THESE OFFICIAL RULES AT ANY TIME, FOR ANY REASON, AND WITHOUT PRIOR NOTICE.

To enter online you must have at a minimum Microsoft Internet Explorer 5.5x, Netscape 7.2 or AOL 8.0 or a web browser that is compatible with the foregoing. Macintosh system requirements: Mac OS X "Jaguar" 10.2 or "Panther" 10.3, running Safari. In the event of a dispute as to who submitted an online entry, the entry will be deemed to be submitted by the "Authorized Email Account Holder" of the email address provided by an Internet access provider, online service provider or other organization (i.e. business, educational institution) that is responsible for assigning email addresses for the domain associated with the submitted email address. The Released Parties are not responsible for any technical, hardware, software or telephone failures of any kind, lost or unavailable network connections, or failed, incomplete, garbled or deleted computer, electronic or network transmissions, or for entry requests, or prize claims that are stolen, illegible, incomplete, misdirected, lost, late, postage-due, damaged, or ineligible.

WARNING: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE, COMPROMISE OR OTHERWISE CORRUPT THE GAME OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE GAME MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, GAME SPONSOR AND ADMINISTRATOR RESERVE THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

12. All properly claimed prizes and discounts will be awarded. Total approximate retail value of all available prizes: \$26,475.00.

13. Any and all trade names and trademarks used herein and associated with the Game are the sole and exclusive property of the Game Sponsor.

Game Sponsor: Roundy's Supermarkets, Inc., Milwaukee, Wisconsin, USA, 53201-0473.
Administrator: WSP International Limited, Markham Ontario, Canada, L3R 1H5.