

Albertsons/Cardinals Kick-Off Kid Sweepstakes Official Rules

NO PURCHASE NECESSARY TO ENTER OR TO WIN THE ALBERTSONS/CARDINALS KICK-OFF KID SWEEPSTAKES (THE "SWEEPSTAKES").

VOID WHERE PROHIBITED BY LAW.

1. ELIGIBILITY: This Sweepstakes is open to legal residents of Arizona who are 21 years of age or older as of August 1, 2009. Child entered must be between 6 and 16 years of age.

2. HERE'S HOW TO ENTER: Beginning 6:00 a.m. MST on 8/01/09 and ending at 5:00 p.m. MST on 12/6/09, look for special "Albertsons/Cardinals Kick-Off Kid" displays at participating Albertsons in the state of Arizona or visit AlbertsonscardinalsKOK.com to enter on-line. You can submit your entry on-line at Albertsonscardinalskok.com by following the instructions. All entry fields must be filled out completely and must include the following information or they will not be accepted: Child's Name, Address, Zip Code, Date of Birth & Daytime Telephone Number. Or, you can hand print your child's name, address, zip code, birth date & daytime telephone number and provide your signature (your signature certifies that you are 21 years of age or older and have complied with all of the Official Rules of this sweepstakes) on a 3" x 5" card and mail to: Albertsons/Cardinals Kick-Off Kid Sweepstakes c/o Bonneville International Corp., 5300 N. Central Ave., Phoenix, AZ 85012. Limit one entry per person.

3. RANDOM DRAWING: Sponsors will conduct a random drawing on or about each of the dates indicated in the chart below from among all eligible entries received by the time/date indicated for the corresponding drawing to award the prize specified. Sponsors will notify potential winners by telephone. Sponsors will make 3 attempts to contact each potential winner via telephone within 48 hours from the time the judges complete each drawing per the chart below. If Sponsors are unable to reach a potential winner by telephone within 48 hours after a potential winner's name is drawn, then that potential winner will be disqualified and an alternate potential prize winner's entry will be drawn from all remaining eligible entries. Sponsors will not leave a message for a potential prize winner on an answering machine. Limit one prize per family or household. Your odds of winning a prize in a particular random drawing will depend upon the number of eligible entries received by the entry deadline for that drawing. The drawing dates are indicated in the chart below. Entries must be received by Sponsors by 3:00 p.m. MST on the drawing date indicated below to be eligible for the each drawing.

Random drawing will take place as follows:

1 5:00 p.m. MST on 8/17/09 for 9/13/09 Cardinals Vs. San Francisco 49ers
2 5:00 p.m. MST on 8/31/09 for 9/27/09 Cardinals Vs. Indianapolis Colts
3 5:00 p.m. MST on 9/14/09 for 10/11/09 Cardinals Vs. Houston Texans
4 5:00 p.m. MST on 10/5/09 for 11/1/09 Cardinals Vs. Carolina Panthers
5 5:00 p.m. MST on 10/19/09 for 11/15/09 Cardinals Vs. Seattle Seahawks
6 5:00 p.m. MST on 11/9/09 for 12/6/09 Cardinals Vs. Minnesota Vikings
7 5:00 p.m. MST on 11/30/09 for 12/27/09 Cardinals Vs. St. Louis Rams
8 5:00 p.m. MST on 12/7/09 for 1/3/10 Cardinals Vs. Green Bay Packers

4. PRIZES & APPROXIMATE RETAIL VALUE: (8) Grand Prizes (one per drawing) – winner will receive: Four Pre-Game Field Passes (for the winner, parents and/or legal guardians) must be 6 – 16 years of age at time of utilizing prize) and four (4) tickets to one 2009 regular season Arizona Cardinals home football game at University of Phoenix Stadium, Glendale, Arizona and the opportunity for the child selected by winner to remove the football tee after the opening Arizona Cardinals kickoff, Arizona Cardinal Youth Jersey, In-Stadium recognition on video board, on-field commemorative photo. (approximate retail value of \$310 per prize) no monetary value associated with the on-field removal of the football tee, sideline passes, recognition). Prizes consist of only those items specifically listed as part of the prize. The odds of your winning depend on the number of eligible entries we receive for the drawing in question.

5. GENERAL RULES: Employees of Albertsons, Arizona Cardinals Football club, Inc., and New Cardinals Stadium and other participating retailers, manufacturers any of their respective affiliates or subsidiaries, or advertising and promotion agencies or suppliers involved in this promotion and the immediate family members (mother, father, sister, brother, husband, wife, daughter, son, step-father, step-mother, step-daughter, step-son, step-brother, step-sister, half-brother, half-sister) and/or those living in the same household of each are not eligible to enter the Sweepstakes or to win a prize. Void where prohibited by law. A prize winner may not substitute or transfer any prize. A prize winner will be solely responsible for all federal, state and local taxes levied or assessed on the prize or value thereof. All federal, state and local laws and regulations apply. All materials entrants submit become the property of the Sponsors and Sponsors will not return such materials. Any prize/prize notification returned to Sponsors as undeliverable will result in the entrant being disqualified from the Sweepstakes, and Sponsors will select an alternate entrant as the prize winner. Each Grand Prize winner and his/her guests (or the parent/legal guardian if a guest is a minor) must execute a Release of Liability/ Publicity Release Form as a condition to being awarded a prize. If a prize winner selects a minor (other than the winner's child or ward) as a guest of the prize winner, the minor must be accompanied by his/her parent/legal guardian who will become one of the three (3) guests who may accompany the prize winner using one of the admission tickets awarded to the prize winner. Grand Prizes must be utilized on dates specified by Sponsors, which dates are subject to change. Sponsors reserve the right to substitute a prize of equal or greater value for any prize offered in this Sweepstakes. By entering the Sweepstakes or accepting a prize, Sweepstakes entrant and/or the prize winner consents to the Sponsors' and their agencies' use of the winner's name and likeness and their minor child's/ward's name and likeness (if applicable) for purposes of advertising and trade without further compensation, unless prohibited by law. By entering the Sweepstakes or accepting a prize, the Sweepstakes entrant and/or prize winner agrees to defend, indemnify, and hold harmless Albertsons., Arizona Cardinals Football Club, Inc., and New Cardinals Stadium and their respective owners, partners, directors, officers, employees and assigns, against any and all claims, liabilities, debts, obligations, costs, fees, expenses, actions and causes of action arising out of or in any way related to the Sweepstakes; these Official Rules; any Sweepstakes entry; the negligence of the Arizona Cardinals Football Club, Inc., and New Cardinals Stadium or any of the Sponsors; the acceptance, possession, misuse or use of any prize; any travel to or from or presence at University of Phoenix Stadium, Glendale, AZ; any presence on the sideline; and any participation in the Sweepstakes. Winners assume all liability for any injury or damage caused or claimed to be caused by participation in this promotion or use or redemption of any prize. Additionally, by entering the Sweepstakes or accepting a prize, Sweepstakes entrant and/or prize winner expressly agrees to forever waive, release, discharge, and covenant not to sue Albertsons, Arizona Cardinals Football Club, Inc., and New Cardinals Stadium, and their respective owners, partners, directors, officers, employees and assigns from any and all claims, liabilities, debts, obligations, costs, fees, expenses, actions and causes of action known and unknown of any kind or nature whatsoever, including, but not limited to all those arising out of or in any way related to the Sweepstakes; these Official Rules; any Sweepstakes entry; the negligence of the Arizona Cardinals Football Club, Inc., and New Cardinals Stadium or any of the Sponsors; the acceptance, possession, misuse or use of any prize; any travel to or from or presence at University of Phoenix Stadium, Glendale, AZ; any presence on the sideline; and any participation in the Sweepstakes. By entering the Sweepstakes or accepting a prize, Sweepstakes entrant and/or prize winner represents and warrants that he or she owns and/or has the authority to release the Claims stated herein. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges. Sponsors reserve the right to prohibit an individual from participating in this Sweepstakes if Sponsors suspect the individual has engaged in fraud or tampering, directly or through others, with respect to this Sweepstakes or any other promotion of Sponsors, or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules. Sponsors are not responsible for late, lost, damaged, incomplete, illegible, postage due, misdirected mail, or incorrect announcements of any kind. Internet, e-mail, technical, hardware, software, or transmission failures of any kind. Proof that an entrant has submitted an entry will not be deemed proof that Sponsors received such entry. Any use of robotic, automatic, programmed or the like methods of participation will void all such submissions by such methods. Sponsors are not responsible for any typographical or other error in the printing, the offering or the announcement of any prizes or in the administration of the promotion or

6. **PRIVACY:** Sponsors will use the information you provide about yourself or your minor child or ward only for purposes of administering this Sweepstakes. Sponsors will not share such information with outside parties except to the extent necessary to administer the Sweepstakes. Sponsors will not sell your personal information to any other party.

7. **WINNERS LIST:** For the names of the winners, send a separate, self-addressed, stamped envelope to: Albertsons Cardinals Kickoff Kid" Sweepstakes Winners, ATTN: Bonneville International 5300 N. Central Ave., Phoenix, AZ 85012. We must receive your request for the names of the winners by 1/3/2010.

8. **SPONSORS:**

Albertsons LLC, SW Division

400 South 99th Avenue

Tolleson, Arizona 85353