

ALBERTSONS/COKE ZERO TAILGATE SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY

1. TWO WAYS TO ENTER: 1. On an Official Entry Form, available from January 25, 2010-February 13, 2010, or while supplies last on special displays at participating Rouse's stores in the Biloxi/Gulfport area, or on a plain piece of 3" x 5" paper, hand print your complete name, street address (no P.O. Boxes), city, state, zip code, plus (optional) daytime and evening telephone numbers. Deposit your entry in the receptacle available at your local Rouse's store by close of business 2/12 to be eligible for the Prize. Limit one entry deposited per person, per day. No mechanically reproduced entries permitted. Illegible entries are void. Not responsible for lost, late, mutilated, misdirected entries or entries not received in time for the random drawing. 2. Enter at each of the 3 radio remotes being held in at select Rouse's stores; January 30, 2010, 10am-12pm at Rouse's in Ocean Springs, February 6, 2010, 10am-12pm at Rouse's in Long Beach, February 13, 2010, 10am-12pm at Rouse's in Gulfport.
2. RANDOM DRAWING: On or about 2/13, one (1) grand prize winner will be selected from among all entries picked up from each of the 3 participating Rouse's Supermarkets. There will be one (1) winner. Three attempts will be made by phone to contact the winner, and if unreachable, the judges will award the prize to the next name drawn. Limit one prize per family/household. Odds of winning will depend upon the number of eligible entries received.
3. PRIZES & APPROXIMATE RETAIL VALUE: (1) Grand Prize—the grand prize includes a year long membership to E-Fitness and Wellness Center at 1735 Richard Dr., Biloxi, MS, 39532. Year long (or 12 month) membership includes: No food or beverage fee, free towel service, free enrollment into all basic/beginner classes, access to the sports facilities-outdoor basketball court, racquetball courts, access to four pools including an indoor wet area with sauna, steam room, whirl pool, and cold dip pool, yoga and pilates facilities, weights and cardio machines, indoor walking track, and the E-Kids Center. Grand Prize Value-\$479.40. **Membership will run 12 months from the time the winner accepts the prize and signs up at The Fitness and Wellness Center, and winner must sign up no later than April 30, 2010.** Each prize consists of only those items specifically listed as part of the prize pack, and the sponsor reserves the right to substitute items in the prize package.
4. GENERAL RULES: Open only to residents of Mississippi. Employees of The Coca-Cola Company, Dr Pepper/Snapple Group, Beverage Partners Worldwide (North America), glaceau, Coca-Cola Bottlers, Rouse's Supermarket, Mississippi Media, E-Fitness and Wellness Center, and these companies' respective affiliates, subsidiaries, advertising and promotion agencies and the immediate family members and/or those living in the same household of each are not eligible. Void where prohibited by law. No substitution or transfer of prize by winner permitted. All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws apply. All materials submitted become the sole property of Mississippi Media and Dr Pepper/Snapple Group and will not be returned. Potential Grand Prize winner must be at least 18 years of age and sign and return an Affidavit of Eligibility/Release of Liability/Prize Acceptance Form when picking up the prize. Noncompliance within this time period may result in disqualification and an alternate may be selected. Return of any prize/prize notification as undeliverable will result in disqualification and an alternate will be selected. Sponsors reserve the right to substitute prize of equal or greater value. Acceptance of prize constitutes permission to the Sponsors and its agencies to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winners agree to hold Sponsors, their respective directors, officers, employees and assigns, harmless against any and all claims and liability arising out of use of prize. 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. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges. Sponsors are not responsible for any typographical or other error in the printing of the offer, administration of the sweepstakes or in the announcement of the prizes.
5. WINNERS LIST: For the names of the winners, available after 3/31/10, send a self-addressed, stamped (#10) envelope to: Diet Dr Pepper Get Fit for the New Year Promotion, 1909 East Pass Road, Suite D-11, Gulfport, MS, 39507, to be received by 6/1/2010.
6. SPONSOR: Mississippi Media, 1909 East Pass Road, Suite D-11, Gulfport, MS, 39507 and E-Fitness and Wellness Center, 1735 Richard Drive, Biloxi, MS, 39532.