

CUSTOMER RULES & ODDS CHART

Jewel-Osco®



Prize Value/Odds Chart

Prize Value	# of Prizes	1 Ticket	14 Tickets	70 Tickets	\$ Total Value
\$250,000 Cash*	2	65,000,000:1	4,642,857:1	928,571:1	\$500,000
\$50,000 Cash*	4	32,500,000:1	2,321,429:1	464,286:1	\$200,000
\$50,000 Vehicle of your choice*	4	32,500,000:1	2,321,429:1	464,286:1	\$200,000
\$25,000 Cash*	8	16,250,000:1	1,160,714:1	232,143:1	\$200,000
\$25,000 Vehicle of your choice*	8	16,250,000:1	1,160,714:1	232,143:1	\$200,000
\$10,000 Vacation*	12	10,833,333:1	773,810:1	154,762:1	\$120,000
\$5,200 Groceries for a Year*	25	5,200,000:1	371,429:1	74,286:1	\$130,000
\$5,000 Cash*	25	5,200,000:1	371,429:1	74,286:1	\$125,000
\$1,000 LED TV	75	1,733,333:1	123,810:1	24,762:1	\$75,000
\$650 Apple iPad™ 2	100	1,300,000:1	92,857:1	18,571:1	\$65,000
\$500 Jewel-Osco® Gift Card	100	1,300,000:1	92,857:1	18,571:1	\$50,000
\$250 Gift Card Mall™ Gift Card	250	520,000:1	37,143:1	7,429:1	\$62,500
\$100 Jewel-Osco® Gift Card	500	260,000:1	18,571:1	3,714:1	\$50,000
\$100 Camera	500	260,000:1	18,571:1	3,714:1	\$50,000
\$50 Jewel-Osco® Gift Card	800	162,500:1	11,607:1	2,321:1	\$40,000
\$20 Jewel-Osco® Gift Card	1,600	81,250:1	5,804:1	1,161:1	\$32,000
\$10 Cash	4,000	32,500:1	2,321:1	464:1	\$40,000
\$5 Cash	8,000	16,250:1	1,161:1	232:1	\$40,000
\$2 Cash	60,000	2,167:1	155:1	31:1	\$120,000
Free Product**	2,614,000	50:1	4:1	.71:1	\$2,117,340
Instant Winner Free 2 Game Tickets	9,500,000	14:1	1:1	.20:1	-
Total	12,190,013	10.66:1	.76:1	.15:1	\$4,416,840

There are 28 Jewel-Osco® Shopping Spree Sweepstakes prizes with a value of \$1,000 each in Jewel-Osco® Gift Cards for a total prize value of \$28,000.

*Odds of winning are based on the likelihood of obtaining the one rare game marker needed to win, plus there will be a semi-rare game marker that is printed with odds of 1 in 5,000 game tickets.

**Free Product prizes: There are 57 different Free Product prizes with a value between 67¢ and \$6.76 with an average value of 81¢.

No Jewel-Osco Associate Game materials may be used in this Game. Potential winners are solely responsible for any postage, mailing or other costs associated with claiming a prize.

All Potential Major Prize winners of prizes valued at \$100 or greater ("High Level Prizes") must complete a High Level Prize Form. The High Level Prize Form can be obtained at the Customer Service Counter in participating Jewel-Osco stores. An authorized Jewel-Osco store representative will provide any potential High Level Prize Winner with a High Level Prize Form for the specific prize. The potential winner must complete the entire form and follow the mailing instructions printed on the High Level Prize Form, initial the front of all potential winning Game markers (original Game markers only, no copies or mechanically reproduced Game markers will be accepted) in the lower right hand corner and transfer the original Game markers corresponding to one of the Major Prizes to the High Level Prize Form for that prize. The original High Level Prize Form and original Game markers bearing the potential winner's initials must be mailed to the address indicated on the form for verification by the official judging agency (CPS, Inc., Kennesaw, GA).

There is a High Level Prize Form for each of the following High Level Prizes: \$250,000 Cash, \$50,000 Cash, \$50,000 Vehicle of Choice, \$25,000 Cash, \$25,000 Vehicle of Choice, \$10,000 Vacation, \$5,200 Groceries for a Year, \$5,000 Cash, \$1,000 LED TV, \$650 Apple iPad™ 2, \$500 Jewel-Osco® Gift Card, \$250 Gift Card Mall™ Gift Card, \$100 Jewel-Osco® Gift Card, and \$100 Camera Prize. Sponsor will notify the potential winner of the official judging agency's decision within twenty-one (21) days after the judging agency has received a complete High Level Prize Form. Verified winners will receive their prize within sixty (60) days of verification. Potential winners of prizes valued at \$5,000 or greater will be required to provide a photocopy of their driver's license or passport (or other valid government or state agency issued identification) as proof of identity before the prize will be awarded. Once materials are submitted they become the property of Sponsor and will not be returned.

There is a Low Level Prize Form for potential Prize winners of prizes valued at \$50 or less ("Low Level Prizes"). Potential Low Level Prize winners must go to the Customer Service Counter in a participating Jewel-Osco store, complete a Low Level Prize Form and move original Game markers to the Low Level Prize Form in the presence of an authorized Jewel-Osco store representative and have the prize verified and the prize will be awarded at the store.

Potential Instant Winner Prize winners may have their Instant Prize coupon verified and prize awarded at the store by submitting it to an authorized Jewel-Osco store representative. The winners of the \$10 Cash, \$5 Cash, and \$2 Cash Prizes, subject to verification, will receive cash at the Customer Service Counter in a participating Jewel-Osco store.

5. \$1,000 JEWEL-OSCO SHOPPING SPREE SWEEPSTAKES ENTRY: To be entered into a random drawing for a chance to win one of twenty-eight (28) \$1,000 Jewel-Osco Shopping Sprees ("Sweepstakes"), collect Game markers ss01 and ss02 and affix original Game markers (facsimiles and reproductions are not acceptable) to a 3" x 5" card and hand-print your full name, address, phone number, age, and sign your full name on the card; place card in a hand addressed, properly stamped envelope and mail to \$1,000 Jewel-Osco Shopping Spree, P.O. Box 44907, Atlanta, GA 30336. You may enter more than once, but each entry must be mailed separately and contain the two (2) unique Sweepstakes Game markers (ss01 and ss02). Sweepstakes entries must be mailed by regular 1st Class mail, in envelopes 4½" x 9½" or smaller. Sweepstakes entries must be postmarked no later than February 15, 2012, and received by February 22, 2012. Sweepstakes entries will be eligible for all drawings held after receipt of entry. Random drawings for the Sweepstakes will occur on November 10, November 17, November 23, December 1, December 8, December 15, December 22, and December 29, 2011, and January 5, January 12, January 19, January 26, February 2, and February 23, 2012. Two (2) winners will be selected in each drawing. Winners will be contacted based on information provided on their 3" x 5" card containing the Sweepstakes Game markers. If information is illegible, if person cannot be contacted, or if the person does not respond within fourteen (14) days after certified mailing, the prize will be deemed forfeited and an alternate winner will be drawn. Winners will receive the \$1,000 Shopping Spree as Jewel-Osco® Gift Cards once an Official Prize Winner Form has been completed and person's eligibility has been determined. All Gift Card prizes are subject to the terms and conditions of the respective issuers. Odds of winning a Sweepstakes prize depend on the number of eligible entries received. Prizes cannot be transferred except at Sponsor's discretion. Only one (1) Sweepstakes prize per family or household. Total ARV of all Sweepstakes prizes to be awarded is \$28,000.

6. NOTICE: This Game is void where prohibited. Participation in the Game, where lawful, constitutes permission to use name, voice, photograph, or likeness of prize winners for advertising/publicity purposes without additional compensation. Major Prize winners will be obligated to sign and return an affidavit of eligibility and liability release and, where lawful, a publicity release (included on the Prize Form) within ten (10) days of notification by Sponsor. In the event of non-compliance by a Major Prize winner or if

prize is returned as non-deliverable, the prize will be forfeited and will not be awarded. All Instant Winner Prize coupons submitted for redemption, and all Game materials submitted for verification, become the property of Sponsor and will not be returned. All federal, state, and local tax liability on all prizes is solely the responsibility of the prize winner. The prize winner will receive an IRS Form 1099 if the prize value is \$600 or greater. Sponsor may, at its discretion, award any and all prizes to the winner as a check in the amount of the stated retail value of the prize less applicable taxes. Prize images depicted on the Official Game Board, Game Tickets, or other Game materials are for demonstrative purposes only and may not depict the actual prize to be awarded. Pictures or logos used as representations of prizes do not imply sponsorship or affiliation with the Game. Apple Inc., General Motors LLC, Audi AG, Blackhawk Network, Inc., Chrysler Group LLC, and Sony Electronics, Inc., and their parent and subsidiary companies are not sponsors nor affiliated with this Game in any way. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules or the rights and obligations as between the participant and Sponsor and any participating companies in connection with this Game shall be governed by and construed in accordance with the internal laws of the State of Minnesota 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.

Limitation of Liability. Sponsor and any participating companies involved in this Game are not responsible for: (1) any illegible, late, lost, incomplete, stolen, damaged, misdirected, postage due, or undeliverable postal mail; any computer, telephone, satellite, cable, network, electronic, or Internet hardware or software malfunctions, failures, connections, or availability; any garbled, corrupt, or jumbled transmissions; any service provider/Internet/web site use, net accessibility, availability, or traffic congestions; any technical error or unauthorized human intervention; or any incorrect or inaccurate information or printing errors, whether caused by Sponsor, a participating company, participant, or by any of the equipment or programming associated with or utilized in this Game; (2) technical failures of any kind, including, but not limited to, malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Game; (4) technical or human error which may occur in the administration of this Game or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from participant's participation in this Game or receipt, acceptance, possession, use, nonuse, or misuse of any prize. Sponsor and any participating companies are not responsible for any typographical or factual errors or incorrect or inaccurate information, whether caused by tampering, hacking, or by any of the equipment or programming associated with or utilized in the Game, and assume no responsibility for any omission, interruption, deletion, defect, or delay in the Game, operation or transmission, communications line failure, technical or factual error, theft or destruction, or unauthorized access to systems or Game materials. Additionally, Sponsor and participating companies bear no liability for acts of Force Majeure or other acts, including, but not limited to, store closures and the like, which interfere with the intended proper administration, operation, and fulfillment of this Game. Sponsor and participating companies are not responsible for any injury or damage, whether personal or property, to participants or to any other person, related to or resulting from participating in this Game. Sponsor and the participating companies are not responsible for lost, late, damaged, delayed, incomplete, illegible, postage due, or misdirected mail/claims/prizes or claims not received by deadline or for any typographical or other errors in the printing, the offering, the announcement of any prize, or in the administration of the Game. If, for any reason, Sponsor, in its good faith judgment, believes that the Game is not capable of running as intended, Sponsor reserves the right at its sole discretion to modify, cancel, or terminate the Game and/or proceed with the Game in a manner it deems fair and reasonable in its sole discretion. Sponsor and participating companies, including those companies whose logos or names are used in marketing or promotional materials associated with this Game, are not responsible for any liability, whether directly or indirectly, including, without limitation, liability in connection with any injuries, damages, or losses of any kind, whether direct or indirect, whether to property or person, including death, arising out of the receipt, acceptance, possession, use, nonuse, or misuse of any prize or discount offer and/or participation in this Game, and they will be held harmless against any claims of liability arising, directly or indirectly, from any prizes or discount offers awarded.

Disputes: Except where prohibited, participant agrees that: (1) any and all disputes, claims, and causes of action arising out of or connected with this Game 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 rules and procedures, at which point all arbitration will be conducted in the State of Minnesota; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred but in no event attorneys' fees; and (3) under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, indirect, punitive, incidental, and consequential damages and any other damages, and any and all rights to have damages multiplied or otherwise increased.

The \$250,000 Cash, \$50,000 Cash, \$25,000 Cash, and \$5,000 Cash will be awarded by check in the amount of the prize. 25% Federal taxes may be deducted from prize amount at winner's option. The \$50,000 Vehicle of Choice will have the choice of either a 2012 Audi A5 Cabriolet™ (package predetermined), 2011 Chevy Tahoe™ 4WD 1500 LT (package predetermined), or \$50,000 by check. The \$25,000 Vehicle of Choice will have the choice of either a 2012 Chevy Camaro™ Coupe 1LT, 2011 Dodge Grand Caravan Mainstreet™ FWD, or \$25,000 by check. The \$10,000 LED TV will have the choice of an LG 47" LED 3D TV Model# 47LW5300 or \$1,000 by check. The \$650 Apple iPad™ 2 package will have the choice of an Apple iPad™ 2 package or \$650 by check. The \$100 Camera Prize will have the choice of a Sony Cyber-shot™ 12.1 Megapixel Digital Camera Model # DSCW510 (or similar if model is no longer available) or \$100 by check. The \$5,200 Groceries for a Year; \$500 Jewel-Osco® Gift Card; the \$100 Jewel-Osco® Gift Card; \$50 Jewel-Osco® Gift Card and \$20 Jewel-Osco® Gift Card winners will receive Jewel-Osco® Gift Card(s) in the amount of the prize. The winner of \$250 Gift Card Mall™ Gift Card will receive their choice of Gift Cards (subject to availability) from the Gift Card Mall™ located in a participating Jewel-Osco store (excluding prepaid VISA®, MASTER CARD®, or AMERICAN EXPRESS® gift cards). All Gift Cards are subject to terms and conditions of each respective issuer and may not be exchanged for cash. The winner of the \$10 Cash, \$5 Cash and \$2 Cash prizes will receive cash. Prizes cannot be substituted or transferred except at the sole discretion of Jewel-Osco.

7. GAME MATERIALS: Only original Game materials with Series SVJ-01 coding are accepted. All Game materials will be rejected and judged VOID if not legitimately obtained through the authorized channels detailed in these Official Rules and verified by an authorized Jewel-Osco store representative, or if any part of any Official Game Board, Game Ticket, coupon, or Game marker is illegible, altered, mutilated, defaced, tampered with, forged, contains printing, seeding, mechanical, or other errors, or is irregular in any way. Sole liability for any irregular Game coupons or Game markers will be limited to replacement with another randomly selected Game Ticket while supplies last. Any attempt to defraud or forge any Game materials in any way will be prosecuted to the fullest extent of the law. This Game is offered only in Illinois, Indiana, and Iowa to eligible participants, and all its parts are VOID where prohibited by law. No more than the number of advertised prizes in these Official Rules in any prize category will be awarded. If a printing, seeding, mechanical, or any other error causes the number of prize claims in any prize category to exceed the number of prizes set forth in that category in the Official Rules, the intended prizes will be awarded in a random drawing from all verified and validated prize claims received for that prize category. In no event will Sponsor be obligated to award more than the stated number of prizes.

8. WINNERS LIST: The name (first initial, last name) and location (city, state) of the Major Prize winners with \$600 value or greater may be obtained by sending a first class stamped, hand-written, self-addressed return envelope to: Jewel-Osco WISH BIG WIN BIG HOLIDAY GIVEAWAY Collect & Win Game Winners, P.O. Box 813397, Smyrna, GA 30081. The Winners' List will be available after the winner of the last Sweepstakes drawing has timely claimed their prize. Requests must be received by February 29, 2012.

9. GAME DATES: The Game is scheduled to commence on OCTOBER 27, 2011. The scheduled termination date is FEBRUARY 1, 2012, subject to Game Ticket supplies. This Game ends on the scheduled termination date or the date on which all Game Tickets are distributed to customers, whichever occurs first. All prizes not properly claimed by February 15, 2012, are forfeited. Unclaimed prizes will not be awarded.

10. GAME DELAY/EXTENSION: Sponsor may delay the Game commencement date and thereafter extend the Game period, if such commencement is delayed by a cause which is beyond the reasonable control of Sponsor. In the event of such a delay or extension, all dates herein are subject to a corresponding delay or extension.

11. PARTICIPATING STORES: This Game is being conducted in 182 participating grocery stores being operated as a "Jewel-Osco" in the states of Illinois, Indiana, and Iowa.

12. GAME TICKETS: A total of 130,000,000 Game Tickets will be available for distribution.

13. ODDS: Odds are based on obtaining the one rare Game marker needed to win the respective prize. There is an additional semi-rare Game marker for prizes equal to or greater than \$5,000 Cash Prize that is printed with odds of 1 in 5,000 Game Tickets.

NO PURCHASE NECESSARY TO PLAY OR WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. VOID WHERE PROHIBITED. Play from OCTOBER 27, 2011, through FEBRUARY 1, 2012 (while supplies last).

1. TO PARTICIPATE: To participate in the Jewel-Osco® WISH BIG WIN BIG HOLIDAY GIVEAWAY Collect & Win Game ("Game"), while Game Ticket supplies last, receive one (1) Game Ticket with each qualifying transaction* you make between OCTOBER 27, 2011, through FEBRUARY 1, 2012 at participating Jewel-Osco® stores located in the states of Illinois, Indiana, and Iowa (hereinafter referred to as "Jewel-Osco" or "Sponsor"). When you use your Jewel-Osco Preferred Customer Card® you will also receive one (1) "Bonus Game Ticket" (while supplies last) for each Bonus Game Ticket product you purchase. The total number of Game Tickets you earn in each transaction will be printed on your Jewel-Osco register receipt. Game Tickets will only be awarded during the transaction in which they were earned. Participants are limited to three (3) consecutive transactions per visit. Jewel-Osco reserves the right to limit quantities of products purchased. Bonus Game Ticket products will be specified by brand, size, flavor, style, etc. See the Customer Service Counter in participating Jewel-Osco locations for complete listing of Bonus Game Ticket products. The list of Bonus Game Ticket products may be updated from time to time, and at any time, over the course of the Game, at the sole discretion of Sponsor. Bonus Game Ticket products may be changed (brand, variety and size, etc.) and new products added or products deleted, from time to time, and at any time, over the course of the Game at the sole discretion of Jewel-Osco. As the Game progresses, some participating Jewel-Osco stores may run out of Game Tickets before others and in those Jewel-Osco stores the Game is over. Participants who return Bonus Game Ticket products for which they have received Game Tickets must return unopened Game Tickets to receive a refund; otherwise product must be exchanged for identical product.

Ways to earn additional Bonus Game Tickets may be added over the course of the Game. Sponsor may run a double game ticket, triple game ticket, or other multiple game ticket promotional events ("Bonus Event"), from time to time, and at any time, over the course of the Game, with all mail-in requests postmarked during such Bonus Event receiving the same benefit. For purposes of example, if there is a three-day triple game ticket Bonus Event, any mail-in requests postmarked during that three-day period will receive triple game tickets (while supplies last).

* Qualifying transactions exclude purchases of money orders, wire transfers, bill pay services, lottery tickets, gift certificates/gift cards, postage stamps, transportation tokens, alcohol, tobacco, fuel and convenience store purchases, and products/services offered as a convenience to Jewel-Osco customers.

How to Get Game Tickets without a Purchase: Receive one (1) Game Ticket and one (1) Bonus Game Ticket (two (2) Game Tickets total) by sending a hand-written, self-addressed, stamped, return envelope to "Jewel-Osco WISH BIG WIN BIG GIVEAWAY" Game Ticket Request, Attn. Promotion Coordinator, P.O. Box 965158, Marietta, GA 30066. Mail-in requests, including both outer envelope and self-addressed, stamped, return envelope, must be handwritten and must be postmarked no later than OCTOBER 27, 2011, and postmarked no later than FEBRUARY 1, 2012, and must be received no later than FEBRUARY 8, 2012. Requests will be fulfilled while supplies of Game Tickets last. Each request must be sent in a separate stamped outer mailing envelope with the requestor's first and last name, street address, city, state, and zip or postal code (name and address must match the return name and address on the self-addressed, stamped envelope) legibly handwritten in the upper left hand corner of the outer envelope. Requests that are sent in preprinted envelopes, that utilize address labels or stickers, that are photocopied, hand-stamped, computer-generated, or otherwise mechanically or digitally produced or reproduced, that are not mailed in separate stamped outer mailing envelopes, or that otherwise fail to comply with these Official Rules will NOT be honored, acknowledged, or returned, and the persons submitting such requests will forfeit any corresponding postage and unused envelopes.

Game open only to legal residents of the states of Illinois, Indiana, Iowa, Michigan, and Wisconsin, who are 18 years of age (or the age of majority in their state of residence, whichever is greater) or older, as of the date of entry. Employees, officers and directors of Sponsor (Jewel-Osco), its parent company (SUPERVALU INC.), retail stores, distribution centers and division offices, subsidiaries and affiliates, Game suppliers, affiliated advertising agencies, third party contractors, and spouses and family members residing in the same household as any 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 play and/or redeem any prize or coupon issued in conjunction with this Game. A separate Jewel-Osco WISH BIG WIN BIG HOLIDAY GIVEAWAY Collect & Win Associate Game solely for Jewel-Osco employees and eligible family members will be occurring simultaneously. By participating in this Game, all participants agree to be bound by these Official Rules, and agree that the decisions of Sponsor will be valid, final, and binding in all respects. Sponsor is not responsible for late, stolen, lost, postage due, or misdirected mail, or incomplete or illegible entries and/or prize claims. Participants assume all risk of loss, damage, destruction, delay, and misdirection of Prize Claim Materials and are advised to obtain insurance where participant deems appropriate. Expenses not expressly stated as being part of a prize are the sole responsibility of winner. Sponsor in its sole and absolute discretion may engage various third parties to administer various aspects of the Game on its behalf. To receive a copy of these official rules send a hand-written self-addressed, stamped, return envelope to "Jewel-Osco WISH BIG WIN BIG HOLIDAY GIVEAWAY" Rules Request, Attn. Promotion Coordinator, P.O. Box 965340, Marietta, GA 30066. Mail-in requests, including both outer envelope and self-addressed, stamped, return envelope, must be handwritten and must be received no later than February 1, 2012.

2. TO PLAY: Open the Game Ticket by tearing off the perforated portions to reveal (a) four (4) Game markers to be played on the Official Game Board or used to enter the Sweepstakes and (b) one (1) of the following: (i) a special cents-off coupon offer; (ii) an Instant Winner of two (2) FREE Jewel-Osco WISH BIG WIN BIG HOLIDAY GIVEAWAY Game Tickets Coupon (redeemable only while supplies last); or (iii) an Instant Winner of a Free Product Prize Coupon. Obtain a free Official Game Board at any participating Jewel-Osco location while supplies last. Moisten the glue strip on the back of the Game markers and place the Game markers on the exact corresponding matching prize play on the Official Game Board. Do not affix Game markers to the Official Game Board with glue, tape, or anything that results in the Game markers becoming affixed to the Game Board in a permanent manner or Game markers will be void. For playing Sweepstakes Game markers see Rule #5.

3. PRIZES/OFFERS: There are a total of 12,190,013 prizes and a total of 117,886,000 discount offers available based on an anticipated maximum distribution of 130,000,000 Game Tickets.

The following are referred to herein as "Major Prizes":

\$250,000 Cash (two (2) available); \$50,000 Cash (four (4) available); \$50,000 Vehicle of Choice (four (4) available); \$25,000 Cash (eight (8) available); \$25,000 Vehicle of Choice (eight (8) available); \$10,000 Vacation (twelve (12) available); \$5,200 Groceries for a Year (twenty-five (25) available); \$5,000 Cash (twenty-five (25) available); \$1,000 LED TV (seventy-five (75) available); \$650 Apple iPad™ 2 (one-hundred (100) available); \$500 Jewel-Osco® Gift Card (one-hundred (100) available); \$250 Gift Card Mall™ Gift Card (two-hundred fifty (250) available); \$100 Jewel-Osco® Gift Card (five-hundred (500) available); \$100 Camera Prize (five-hundred (500) available); \$50 Jewel-Osco® Gift Card (eight-hundred (800) available); \$20 Jewel-Osco® Gift Card (one-thousand six-hundred (1,600) available); \$10 Cash (four-thousand (4,000) available); \$5 Cash (eight-thousand (8,000) available); and \$2 Cash (sixty-thousand (60,000) available).

To win one of the Major Prizes, subject to verification, simply match Game markers to the exact corresponding Game markers on the Official Game Board and complete the section of the Official Game Board that corresponds to the prize specified on the Official Game Board. Each prize section is marked on the Official Game Board with the correct Game marker numbers you need to collect in order to win that specified prize. Winning Game marker combinations must be submitted individually on either the High Level Prize Form or the Low Level Prize Form as described in Rule #4. The total ARV of all Major Prizes is: \$2,299,500.

Instant Winner Prizes. Inside certain Game Tickets, there will be Instant Winner Prizes. Instant Winner Prizes consist of one of the following: (a) a coupon that may be redeemed for a Free Product or (b) a coupon that may be redeemed for two (2) Game Tickets (while supplies last). There are a total of 2,614,000 Free Product Prizes consisting of 57 different Instant Free Product offers with approximate retail values ("ARVs") ranging from 67¢ to \$6.76 with an average ARV of \$0.81 for a total ARV of \$2,117,340.

There are also 9,500,000 Instant Winner Prizes consisting of two (2) Jewel-Osco WISH BIG WIN BIG HOLIDAY GIVEAWAY Collect & Win Game Tickets, with an ARV of \$0. The total ARV of all Instant Winner Prizes is: \$2,117,340. No Instant Winner Prizes will be doubled, tripled, or otherwise multiplied during any Bonus Event that may be held over the course of the Game.

Discount Offers. In addition to the prizes listed above, there are 117,886,000 cents-off coupon offers with an average ARV of \$0.25 for a total ARV of \$29,471,500. Total ARV of all prizes and discount offers available in this Game: \$33,916,340, based on an anticipated maximum distribution of 130,000,000 Game Tickets.

4. TO CLAIM A PRIZE: Only original Game materials with Series SVJ-01 coding are accepted. Any facsimiles, copies, and/or reproductions of any Game materials are void.