

## Honda Insight SWEEPSTAKES OFFICIAL RULES

**NO PURCHASE NECESSARY TO WIN.** Two ways to enter: (a) for automatic entry at participating Stop & Shop/Giant stores, use a reusable shopping bag and use your Stop & Shop® Card/Giant BonusCard® to purchase any five (5) products from among the following brands in a single transaction, while supplies last: General Mills Cereals; Progresso Soups; Betty Crocker; Fiber One; Nature Valley; Green Giant; Cascadian Farms; Totinos; Yoplait; and Pillsbury; OR (b) print your name, address (including zip code), home and work telephone numbers and the store location at which you shop on an official entry form (where applicable), available at the Customer Service Desk, or on a postcard, and mail to: Honda Insight Sweepstakes, PO Box 20371, Atlanta, GA 30325.

1. **LIMIT ONE ENTRY PER PERSON OR HOUSEHOLD PER DAY BY ANY MEANS.** The Sweepstakes runs from April 16, 2010 to April 29, 2010. All mail-in entries must be postmarked by April 29, 2010 and received by May 7, 2010. Limit one entry per outer post-marked envelope. No mechanically reproduced entries accepted. Sponsors not responsible for computer system, network, hardware, software or program malfunctions, or other errors, failures or delays in electronic transmissions or network connections that are human or technical in nature or lost late illegible or misdirected entries. Improper, incomplete, mutilated, postage due, and illegible entries will be disqualified. By entering this sweepstakes, entrants accept and agree to be bound by these rules and the decisions of the judges, which shall be final on all matters. All entries received after valid dates are void and ineligible for prize. All mail-in entries become the property of Sponsors and will not be returned; none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor.

**PRIZES AND ODDS OF WINNING:** There will be Three (3) Grand Prizes awarded. The Grand Prize is a 2010 Honda Insight LX, approximate retail value ("ARV") \$ \$20,510 MSRP. The total ARV of all prizes is: \$61,530. All prizewinners must claim their prize by June 30, 2010. No substitution of prize offered, no transfer of prize to a third party is permitted and non-cash prizes may not be redeemed for cash value, except Sponsor at its sole discretion may substitute prize of equal or greater value. Odds of winning will depend upon the number of eligible entries received. Winners are limited to one prize per person, household or address regardless of how many entries submitted.

2. **DRAWING:** Winners will be selected in a random drawing to be conducted on or about May 13, 2010 from among all eligible entries received. The Drawing will be conducted by Stop & Shop and Giant, whose decisions are final in all matters relating to this promotion. Odds of winning will depend upon the number of eligible entries received. Winners will be notified by phone or by mail on or about May 20, 2010 and will be required to execute and return an Affidavit of Eligibility/Liability/Publicity Release within 14 days after notification date or prize may be forfeited. If prize notification is returned as undeliverable or winner cannot be located or does not respond by deadline date, an alternative winner will be chosen and prize will be awarded.

3. **ELIGIBILITY:** Open to residents of MA, RI, CT, NH, NJ, NY, MD, DE, VA, or DC, 18 years or older at time of entry. Employees, officers and directors (and their immediate family or household members, whether or not related) of Stop & Shop, Giant, or General Mills, and their subsidiaries, affiliates, advertising agencies, promotion agencies, and dealers are not eligible. Void where prohibited, taxed or otherwise restricted by law. All Federal, State and Local laws and regulations apply. All taxes, and any other fees and expenses not specified associated with receipt or use of the prize, are the sole responsibility of the winner. No substitutions permitted. Prize will only be awarded if winner complies with official rules. All entries become the property of the Sponsors. Entry constitutes winner's permission to use their name, photograph and/or voice recordings for publicity purposes, in any and all media, without additional compensation or permission except where prohibited by law

4. **GENERAL CONDITIONS:** All entrants agree to release and forever discharge Stop & Shop, Giant and General Mills, and their respective distributors, advertising, promotion and advertising agencies and their affiliates and subsidiaries and the respective employees, directors and officers of the foregoing entities from any and all claims, demands, losses and liabilities, of any nature whatsoever, which they may now or hereafter assert, including but not limited to, claims for injury, death, damages, or illness arising out of or claimed to be arising out of sweepstakes entry, prize acceptance, or use or misuse of the prize. Sponsors and their agents are not responsible for any printing or other errors in sweepstakes related material. Sponsors reserve the right, in their sole discretion, to cancel or suspend this Sweepstakes and award the prizes in a random drawing from among all eligible entries received prior to such action, should causes beyond the control of Sponsors corrupt the administration, security, or proper play of the Sweepstakes. Information provided by the consumer will be used solely for the purposes of this Sweepstakes and will not be rented, sold, or relinquished. Stop & Shop, Giant and/or General Mills are not responsible for damage to a prize or loss of a prize after the prize has been claimed.

5. **WINNERS' LIST:** To obtain a winner's list, send a stamped, self-addressed (#10) envelope to: Honda Insight Sweepstakes, 1775 Woodstock Rd., Suite 200, Roswell, GA 30075. In RI only, a winner's list can be obtained by visiting the Customer Service counter at your participating Stop & Shop store between May 21, 2010 and June 30, 2010.

6. **SPONSOR:** General Mills Corporation, 1 General Mills Blvd., Minneapolis, MN 55426. Trademarks and logos associated with The Stop & Shop Supermarket Company LLC, Giant of Maryland LLC and General Mills Corporation are registered with the U.S. Patent and Trademark Office. Other product names mentioned herein may be trademarks and/or registered trademarks of their respective companies. ©2010. All rights reserved.

**Short Form Rules (if necessary)**

**NO PURCHASE NECESSARY TO ENTER OR WIN.** Use your Stop & Shop® Card/Giant BonusCard® to purchase 5 General Mills products in a single transaction, and use a reusable shopping bag, at participating Stop & Shop/Giant stores while supplies last; OR print your name, address daytime & evening telephone numbers and the store location at which you shop on an official entry form, available at the Customer Service Desk, and mail to: Honda Insight Sweepstakes, P.O. Box 20371, Atlanta, GA 30325. **LIMIT ONE ENTRY PER PERSON OR HOUSEHOLD PER DAY BY ANY MEANS.** Sweepstakes runs from 4/16/2010 to 4/29/2010. All mail-in entries must be postmarked by 4/22/2010 and received by 5/7/2010. Limit one entry per outer post-marked envelope. All entries received after valid dates are void and ineligible for prize. **PRIZES AND ODDS OF WINNING:** There will be Three (3) Grand Prizes: 2010 Honda Insight LX ARV \$19,800 MSRP Total ARV of all prizes is \$59,400. Odds of winning depend upon the number of eligible entries received. **DRAWING:** A random drawing will be conducted on or about 5/13/2010 from among all eligible entries received. Winners will be notified by phone or by mail on or about 5/20/2010. **ELIGIBILITY:** Open to legal U.S. residents of MA, RI, CT, NH, NJ, NY, MD, DE, VA, or DC, 18 years or older at time of entry. Employees, officers and directors (and their immediate family, e.g., spouses, children, siblings, parents, and/or IRS dependents, or household members, whether or not related) of Stop & Shop, Giant, or General Mills, and their respective parent companies, affiliates, subsidiaries, advertising, marketing, and promotional agencies, judging or fulfillment agencies, and dealers are not eligible. Void where prohibited, taxed or otherwise restricted by law. All Federal, State and Local laws and regulations apply. Each winner is solely responsible for all federal, state and local taxes and any other fees and expenses, not specified, associated with prize receipt and use.

**SEE COMPLETE RULES AT CUSTOMER SERVICE.**