

OFFICIAL RULES
SEDANO'S SANTA'S CELEBRATION INSTANT WIN GAME
11/3/2021 to 12/12/2021

THIS INSTANT WIN GAME IS INTENDED FOR PLAY IN THE UNITED STATES ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED IN THE UNITED STATES AT THE TIME OF GAME PLAY.

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR CLAIM PRIZE. A PURCHASE WILL NOT IMPROVE YOUR ODDS OF WINNING.

1. **ELIGIBILITY:** Open to individual, legal residents of the State of Florida, who are 18 years of age or older at time of game play. Employees of Promopoint, a subsidiary of Advantage Solutions ("Sponsor"), Sedano's Grocers ("Retailer"), Advantage Solutions d/b/a Integrated Marketing Services ("Administrator"), North Pole Innovations, and each of their respective parents, successors and assigns, subsidiaries and affiliates; employees of advertising, promotion and public relations agencies involved in any way with this Instant Win Game (as defined below); and members of the immediate family (spouse, parents, siblings and children and their spouses) or persons living within the same household of any of such individuals are not eligible to participate or win a prize. Void outside the State of Florida and where prohibited or restricted by law. By participating, entrants agree to be bound by these Official Rules.
2. **HOW TO ENTER:** The "Sedano's Santa's Celebration Instant Win Game" (the "Instant Win") begins at 12:00:01 AM Eastern Daylight Time ("EDT") on 11/3/2021 and ends at 11:59:59 PM EDT on 12/12/2021 (the "Promotion Period"). To enter the Instant Win game during the Promotion Period Scan the QR code or click on the link in the ad to be directed to SedanosSantas.com, or otherwise visit SedanosSantas.com to access the website, follow the instructions to play the game, and complete and submit the game play form. Following the foregoing instructions and providing all required information you will get one (1) Instant Win game play. Limit one (1) game play per person per day. If an individual attempts to play the Instant Win game more than one (1) time per day, only the first game play received that day shall be deemed valid. Multiple game plays will be void, even if participants are notified that they have won a prize. For the purpose of this Instant Win game, a day will begin at 12:00:01 AM EDT and end at 11:59:59; PM EDT. Automated methods of game play, including via third party websites, are prohibited. Released Parties, as defined in Section 7 below, are not responsible for lost, late, damaged, incomplete, incorrect, inaccurate, delayed or misdirected game plays, and all such game plays will be void. Released Parties also not responsible for computer system, phone line, hardware, software or program malfunctions, or other errors, failures or delays in computer transmissions or network connections that are human or technical in nature. All game play information becomes property of the Sponsor and will not be acknowledged or returned.
3. **PRIZES:** Instant Win game prizes are randomly distributed throughout the Promotion Period and awarded to the person who plays on or after the time the prize is randomly seeded. See odds below. The prizes available at the start of the Promotion Period

are: **Ten (10) Grand Prizes: A \$100 Shopping Spree.** “Shopping Spree” means a \$100 digital pre-paid gift card. Approximate Retail Value (“ARV”) of each Grand Prize: \$100.00. **Twenty (20) Second Place Prizes:** A \$50 digital pre-paid gift card (ARV of each Second Place Prize: \$50). **Two Hundred (200) FREE Visit with Santa Prizes:** A FREE Visit with Santa voucher (ARV of each Visit with Santa Prize: up to \$34.99). Total ARV for all prizes: \$7,998. **All valid game plays** will receive a link to Night Before Christmas story read by Santa video (“Video”). LIMIT: One (1) prize per person. Each prize subject to terms and conditions set by issuer.

Odds of winning a prize are:

Prize	Odds of Winning	Total Number of Prizes
Grand Prize (\$100 pre-paid gift card)	1:1000	10
Second Place Prize (\$50 pre-paid gift card)	1:20	20
FREE Visit with Santa Prize (up to \$34.99 voucher)	1:200	200

Sweepstakes for Un-awarded and Unclaimed Prizes:

If, upon conclusion of the Promotion Period, there are any prizes that remain un-awarded or unclaimed, such un-awarded and unclaimed prizes will be made prizes in a sweepstakes (the “Sweepstakes”). All non-winning entries received during the Promotion Period will be automatically entered into the Sweepstakes. On or about 12/13/2021, Sponsor will conduct a random drawing from among all eligible non-winning entries from the Promotion Period for each prize that was un-awarded or unclaimed. ODDS of winning the Sweepstakes depend on the number of Sweepstakes entries and the number of prizes that remain un-awarded upon conclusion of the Promotion Period.

- GENERAL CONDITIONS:** On or before 12/13/2021 all potential prize winners will be notified by email provided at the time of game play and instructions for how to redeem prizes will be delivered in connection with such notification e-mail. Prizes must be redeemed within the time period set forth by Sponsor. Prizes are non-transferable and no cash equivalent or substitution of prize is offered, except that Sponsor reserves the right to substitute, in whole or in part, prize of equal or greater value if the stated prize becomes unavailable. All federal, state, and local taxes on prize are the sole responsibility of the winner.

ALL POTENTIAL WINNERS MAY BE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION.

By participating in and/or accepting a prize, entrants agree to be bound by these official rules and the decisions of the Sponsor and Administrator, which shall be final and binding in all respects. Sponsor and its agents are not responsible for any printing

or other errors in Sweepstakes and/or Instant Win game related material. Released Parties are not responsible for mechanical, technical, human or other errors relating to or in connection with the Sweepstakes and/or the Instant Win game, including, without limitation, errors which may occur in connection with the administration of the Sweepstakes and/or the Instant Win game, or the notification of winning any prizes. Should any portion of the Sweepstakes and/or the Instant Win game be, in Sponsor's sole opinion, compromised by non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness, or submission of entries, Sponsor reserves the right at its sole discretion to cancel, suspend, modify or terminate the Sweepstakes and/or the Instant Win game and, in the event of termination and in its sole discretion, elect to select the potential winners in a random drawing from all eligible, non-suspect entries received prior to such action. Should multiple users of the same e-mail account enter the Sweepstakes and/or the Instant Win game and a dispute thereafter arise regarding the identity of the entrant, the authorized account holder of said e-mail account at the time of game play will be considered the entrant. "Authorized account holder" is defined as the natural person who is assigned an e-mail address by an Internet access provider, on-line service provider or other organization which is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address. Sponsor reserves the right at its sole discretion, to disqualify any individual (and all of his or her entries) who tampers with the game play process. Sponsor is not responsible for any change of email address, mailing address and/or telephone number of entrants.

If for any reason an entrant's game play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another game play in the Sweepstakes and/or the Instant Win game, as applicable, provided that if it is not possible to award another game play due to discontinuance of the Sweepstakes and/or the Instant Win game, or any part of it, for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

5. **PRIVACY:** Please see the privacy policy located at <https://promocafe.net/images/PromoCafePrivacyPolicy.pdf> for details of Sponsor's policy regarding the use of personal information collected in connection with this Sweepstakes and/or the Instant Win game. If you are selected as a winner, your information may also be included in a publicly-available winner's list.
6. **DISPUTES:** To the fullest extent permitted by law, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes and/or the Instant Win game or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court located in California or the appropriate California State Court located in Orange County, California; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with

entering this Sweepstakes and/or the Instant Win game, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental, and/or consequential damages, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes and/or the Instant Win game, shall be governed by, and construed in accordance with, the laws of the State of California without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

7. **RELEASE:** By entering this Sweepstakes and/or the Instant Win game, each entrant forever and irrevocably releases and holds Sponsor, Retailer, Advantage Solutions d/b/a Integrated Marketing Services, North Pole Innovations, and their respective parents, divisions, subsidiaries and other affiliated companies, Sponsor's advertising and promotion agencies, other promotion partners and prize suppliers, and all of their respective employees, officers, directors, shareholders and agents (collectively, the "Released Parties") harmless from and against any injury, loss, damage, liability, claim or expense of any kind or nature (including, without limitation, BODILY INJURY, PROPERTY DAMAGE, ILLNESS AND DEATH) arising in whole or in part, directly or indirectly, out of or in connection with participation in this Sweepstakes and/or the Instant Win game, the acceptance, possession, use or misuse of any prize, or participation in prize-related activities or events, including but not limited to, claims for injury, death, damages, or illness arising out of or relating to or claimed to be arising out of or relating to Sweepstakes and/or Instant Win game play, prize acceptance, preparing for and traveling to any prize-related activity.
8. **PUBLICITY:** Except where prohibited by law, participation in this Sweepstakes and/or the Instant Win game constitutes each entrant's and winner's consent to each Released Party and each of their respective parents, subsidiaries, and affiliates use of such person's name, biography, likeness, voice, photographs, video, opinions, hometown, state and country for promotional purposes in any manner or media (including, without limitation, online), worldwide, in perpetuity, and without further payment, consideration or consent.
9. **WINNER LIST:** For a list of winners, mail a self-addressed, stamped envelope to: North Pole Innovations Inc, 13215 SE Mill Plain Blvd, Ste C8 #510, Vancouver, WA 98684. Requests must be received by October 29, 2021.

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