

RURAL KING SWEEPSTAKES TERMS

Monthly Customer Comments Sweepstakes

Rural King is sponsoring the Monthly Customer Comments Sweepstakes (“Sweepstakes”). The Sweepstakes is governed by the **Official Sweepstakes Rules**, so please read them before you complete and submit your **Sweepstakes Entry Form**.

The Sweepstakes is sponsored by RK Holdings, LLP (“us”, “we” or “our”), and our address is 4216 Dewitt Avenue, Mattoon, Illinois 61938. We compromise many Rural King stores and affiliates.

Submitting an email address to participate in this Sweepstakes drawing is also a request to receive emails from us regarding other products, services and offers from time to time. You may unsubscribe at any time after entering the Sweepstakes. Current subscribers to our emails may also enter the Sweepstakes by submitting a **Sweepstakes Entry Form**.

The Sweepstakes is intended for viewing only in the fifty U.S. States and District of Columbia, excluding, without limitation, all U.S. territories and possessions and all other countries, and shall be construed and governed by the laws of the United States of America.

YOU MUST BE 21 YEARS OF AGE OR OLDER AT THE TIME YOU ENTER THE SWEEPSTAKES AND YOU MUST HAVE AND PROVIDE A VALID EMAIL ADDRESS.

OFFICIAL SWEEPSTAKES RULES

1. **NO PURCHASE REQUIRED**. No purchase is required to enter this Sweepstakes, and a purchase will not increase your chances of winning a prize.
2. **Sponsor**. The Sweepstakes sponsor is RK Holdings, LLP (sometimes referred to in these rules as “us”, “we” or “our”), and our address is 4216 Dewitt Avenue, Mattoon, Illinois 61938.
3. **Sweepstakes Period**. The “Sweepstakes Period” begins at 12:00 am Central Time on the first day of a month “Sweepstakes Start” and continues until 11:59 pm Central Time on the last day of the month “Sweepstakes End”.
4. **Eligibility**. The Sweepstakes is open only to natural persons legally residing in the following U.S. states where there is a Rural King store: Alabama, Florida, Illinois, Indiana, Kentucky, Michigan, Missouri, North Carolina, Ohio, Pennsylvania, Tennessee, Virginia, or West Virginia (“Qualifying Residents”). A Qualifying Resident entering the Sweepstakes must be at least twenty-one (21) years old at the time of submitting an entry and must be an authorized user of an email address originating in the United States of America. Natural persons who submit an entry but who are not Qualifying Residents are not eligible to be awarded a prize but will be placed on our email list and agree to receive emailed promotions, from which they may unsubscribe at any time by using the “Unsubscribe” link at the bottom of your email. **DO NOT ENTER THIS SWEEPSTAKES IF YOU DO NOT WISH TO RECEIVE EMAILS FROM US.** Employees, officers, directors, members, representatives, or agents of any Rural King entity, as well as their immediate families (spouse, parents, children, and siblings) are not eligible to enter the Sweepstakes or to win a prize.
5. **Collection of Personal Information**. We collect personal information from entrants

(“Entrants” or “you”) when you enter this Sweepstakes. The information you submit is subject to our PRIVACY POLICY, which is found at www.ruralking.com, and which may be accessed directly by <https://www.ruralking.com/privacy-policy>.

6. How To Enter: You may enter this Sweepstakes only by filling out “The Sweepstakes Entry Form” at the following link <https://www.ruralking.com/survey> The Sweepstakes Entry Form, requires a valid, working email address for which you are the authorized user. **You may submit only one entry per day during the Sweepstakes Period.** You must provide an accurate, functioning email address for which you are the authorized user for your entry to be eligible and for us to notify you via email. For purposes of this Sweepstakes and these rules, an “authorized user” is defined as a natural person who is assigned an email address by an Internet mail provider, Internet service provider, online service provider, or business or other entity located in the United States of America that is responsible for assigning, and is authorized to assign, email addresses for the domain associated with the email address. In the case of a dispute regarding the person who submitted a particular online entry for the Sweepstakes, the entry shall be deemed to have been submitted by the authorized account holder of the email account. By supplying your email address, you agree to receive emails from us. You may unsubscribe at any time if you no longer wish to receive such emails by following the “Unsubscribe” link at the bottom of each email.
7. Winner Selection. There will be five (5) winners of the Sweepstakes Grand Prize (a one hundred dollar (\$100.00) gift card to Rural King) (“Grand Prize”). The winner of the Grand Prize will be chosen in a random drawing to be held not later than thirty (30) days after the Sweepstakes End. The winner will be notified within ten (10) days after the drawings via the email address and provided at the time of entry. It is the responsibility of each Entrant to keep his or her email address current and operating, and to monitor it on a regular basis. The potential winner must respond within three (3) days after receiving an email notification from us telling you that you have won the Grand Prize. If the potential winner responds in a timely manner to the email, he or she will be sent, by entrant’s email provided in the Sweepstakes Entry Form, an “AFFIDAVIT OF ELIGIBILITY, LIABILITY, AND PUBLIC RELEASE” form (“Affidavit”). The potential winner must sign and return the Affidavit to us to be confirmed as the Sweepstakes prize winner. If the Affidavit is not returned to us fully executed within seven (7) days after you receive it, you will be deemed to have declined the Sweepstakes prize and, we, without further notice or liability to you, will select another potential winner for that prize by random drawing. We will not be responsible for electronic communications that are undeliverable for any reason, including but not limited to any form of active or passive filtering, or if there is insufficient space in the potential winner’s account to receive email messages. Additionally, we will not be responsible for a potential winner’s failure to advise us of a change in the physical address to which mail is to be sent.
8. Transfer or Assignment. The right to receive a prize is non-assignable and non-transferrable, and no prize substitution, exchange, or cash equivalent request by a winner will be allowed.
9. Disqualified Entries. We reserve the right, in our sole discretion, to disqualify any entry from the Sweepstakes if we determine an Entrant has not complied with these official rules. An entry may be disqualified if an Entrant: attempts to enter the Sweepstakes through any means other than described in these rules; provides any information that is, or proves to be, inaccurate, false, or misleading; or attempts to circumvent, or does circumvent or violate

the terms and conditions of these rules in any manner.

10. Quantity, Prize, Approximate Retail Value, and Odds. The five Grand Prizes are one hundred dollar (\$100.00) gift cards to Rural King) (“Gift Card”) with an Approximate Retail Value (“ARV”) of \$100.00. Should the ARV of the Grand Prize be less than the ARV stated, the difference will not be awarded in cash or in kind. Taxes, licenses, and fees associated with the Grand Prize are the sole responsibility of the winner of the Grand Prize. The winner shall be mailed their Grand Prize in the mail at the address they provide on the Sweepstakes Entry Form.
11. Odds of Winning. The odds of winning the Grand Prize is based on the total number of eligible Sweepstakes entries.
12. Prize Acceptance. By accepting the Grand Prize, the winner acknowledges and agrees that he or she will be solely responsible for all taxes, licenses, and fees associated with the Grand Prize, that the Grand Prize is awarded “as is,” and that neither we nor any of our employees have made, nor are we in any way responsible or liable for, any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any prize, or regarding the use, value, or enjoyment of any prize.
13. Sweepstakes Rules Are Binding. You acknowledge that we will conduct the Sweepstakes administration, winner selection, and winner verification, and you agree that any decision we make relating to the interpretation of these rules, including your participation in the Sweepstakes and the award of Sweepstakes prizes, is final and legally binding on you.
14. Suspension or Termination of Sweepstakes. We reserve the right to cancel, terminate, suspend, or modify the Sweepstakes if we, in our sole and reasonable discretion, conclude that the integrity of the Sweepstakes is or may be comprised, or that the Sweepstakes is not capable of being offered or administered as planned, due to tampering, unauthorized intervention, fraud, technical failure, force majeure, human error, or other causes. In any such case, winners will be drawn from among all eligible entries received by us up to the time we determine to terminate or cancel the Sweepstakes.
15. Release and Hold Harmless. By entering and participating in the Sweepstakes, each Entrant and the Entrant’s spouse, minor children, estate, and personal representative, releases and discharges us, and will hold us harmless, from any and all liability, actions, causes of action, damages, actual, incidental, or consequential, claims and demands whatsoever at law or in equity, including all costs which he or she has or may incur, by reason of personal injury, death, loss of or damage to property, or any other reason during or arising out of his or her participation in the Sweepstakes and/or the acceptance and use of any prize.
16. Governing Law. These official rules are governed by the laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules that would cause the application of the laws of any other jurisdiction. If any provision of these official rules is deemed to violate any federal, state, or local law or regulation or ordinance, it shall be amended to conform to such law, regulation or ordinance, and all other provisions shall remain in full force and effect. If we are required by applicable federal, state, or local law or regulation or ordinance, or by the action of an administrative agency, to cease offering the Sweepstakes in any such jurisdiction in its entirety, we reserve the right to terminate the Sweepstakes in such jurisdiction in its entirety, and/or cancel and remove from participation in the Sweepstakes any and/or all entries from Entrants residing in such jurisdiction, without penalty or notice to Entrants from that jurisdiction, and without obligation to any Sweepstakes Entrant.

17. Taxes. The value of any prize received will be taxable to the winner as income, and all federal, state and local taxes, licenses, and any other fees associated with the acceptance or use of any prize are the sole responsibility of the prize winner.
18. Consent by Winners. By accepting a prize through the Sweepstakes, the winner grants us permission and a perpetual license to use his or her name, voice, likeness, photographic or video images, and quotes for promotional or other purposes, without further consent or compensation. The winner, as a condition to receiving the Grand Prize, agrees to execute the Affidavit, which will include additional terms.
19. Errors. We are not responsible for technical, photographic, typographical or editorial errors or omissions relating to the presentation of any information relating to the Sweepstakes in any medium.
20. Dispute Resolution. Each person who enters the Sweepstakes agrees that any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes or the prizes offered or awarded, and all issues concerning the validity, interpretation, and enforceability of these official rules shall be resolved individually, without resort to any class action, and exclusively in a court of competent jurisdiction in Coles County, Illinois. All Entrants agree to Coles County, Illinois as the venue for any action at law or in equity, without regard to any conflict of laws doctrine. Any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, and shall specifically exclude consequential, incidental, multiplied or punitive damages, attorney fees and expert fees. Some jurisdictions do not recognize the exclusive jurisdiction of the Illinois courts and/or do not allow the limitation or exclusion of liability for incidental damages, so the preceding sentence may not apply to you.
21. Data Use. All entries become our property, and none will be acknowledged or returned. By participating in the Sweepstakes, each Entrant agrees to our collection and usage of personal information in accordance with our privacy policy.
22. Winners List. Any entrant may receive a list of Sweepstakes winners by sending a self-addressed, stamped envelope to: Winners–Rural King Sweepstakes, 4216 Dewitt Avenue, Mattoon, Illinois 61938. **YOU CANNOT ENTER THE SWEEPSTAKES BY MAILING A SWEEPSTAKES ENTRY FORM TO THIS ADDRESS, AND ANY SWEEPSTAKE ENTRY FORMS SO RECEIVED WILL BE DISCARDED.**