

**Because of Hockey Sweepstakes  
OFFICIAL RULES**

**NO PURCHASE NECESSARY**

**OPEN TO LEGAL RESIDENTS OF MASSACHUSETTS, MAINE, NEW HAMPSHIRE, RHODE ISLAND, AND VERMONT 18 YEARS OF AGE AND OLDER ONLY**

**1. TO ENTER AND PLAY:** Promotion begins at 12:00 am Eastern Time ("ET") on January 11, 2019, ends at 11:59 pm ET on March 7, 2019 ("Promotion Period"), and consists of three (3) entry periods (each, an "Entry Period"), as outlined below:

<b>Entry Period</b>	<b>Start Date at 12:00 a.m. ET</b>	<b>End Date at 11:59 p.m. ET</b>	<b>Mail-In Post Marked By Date</b>	<b>Mail-In Received By Date</b>	<b>Approximate Draw Date</b>
1	January 11, 2019	February 7, 2019	February 7, 2019	February 14, 2019	February 19, 2019
2	February 8, 2019	February 21, 2019	February 21, 2019	February 28, 2019	March 5, 2019
3	February 22, 2019	March 7, 2019	March 7, 2019	March 14, 2019	March 19, 2019

**During the Promotion Period, there are two (2) ways to enter the Promotion:**

- a. Clip Digital Coupon/Redeem on Purchase Method of Entry:** To enter via this method, you must have a Just for U account ("Account"). Just for U accounts are free and subject to these terms and conditions: <https://www.1.albertsons.com/ShopStores/justforU.page>. **Make sure your email address is accurate and up-to-date in your Account.** Next, if you want to enter using an App, download the Shaws or Star Market App (the "App") and link it to your Just for U account.

Next, either through an App or via the Shaws or Star Market website, log into your Account and digitally clip the offer for "\$2.00 OFF when you buy 4 participating Kraft Heinz items". See Appendix A below for list of participating Kraft Heinz items for each Entry Period. Then, visit any participating Shaw's or Star Market store location and, after entering at checkout the phone number registered to your Account, purchase at least 4 participating Kraft Heinz products and redeem the corresponding digital offer with the purchase. After taking all those actions, you will then automatically receive one (1) entry into the applicable Entry Period drawing.

**Promotion Opt-Out:** If you wish to clip and redeem the digital offer without being entered into the Promotion, you may hand print your name, email address, phone number and mailing address, all associated with your Just for U account, on a piece of paper and mail it in an envelope with proper postage to "Because of Hockey Sweepstakes - OPT OUT," c/o HelloWorld, Inc., P.O. Box 5021, Department 839290, Kalamazoo, MI 49003-5021. Your Opt-Out request must be postmarked by and received by the dates indicated in the table above in Rule 1 for your entries to be removed from the applicable drawing. Opt-Out requests will apply to the applicable and any subsequent drawings.

- b. Mail-in Alternate Method:** To earn a Sweepstakes entry without taking any of the actions outlined in Rule 1a above, hand print your full name, physical address, day

and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Because of Hockey Sweepstakes – ENTRY," c/o HelloWorld, Inc., PO Box: 5021, Department 839290, Kalamazoo, MI 49003-5021. You will receive one (1) Sweepstakes entry into the applicable Entry Period drawing corresponding to the postmark date on the envelope. Limit: one (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked by and received by the dates indicated in the table above in Rule 1. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

**2. ELIGIBILITY:** Open to legal residents of Massachusetts, Maine, New Hampshire, Rhode Island, and Vermont, who are 18 years of age or older at time of entry, except for employees of Kraft Heinz Foods Company ("Sponsor"), HelloWorld, Inc., ("Administrator"), Star Markets Company, Inc., Shaws Supermarkets, Inc., Delaware North Companies, Inc.-Boston ("DNCB"), National Hockey League Players' Association ("NHLPA") and its members and Hockey Ventures (Canada) Inc., and their respective parents, affiliates, subsidiaries, and agencies (collectively, "Promotion Parties"), and each of their respective employees, shareholders, directors, officers, agents, members, successors, and assigns (collectively, the Released Parties") and members of their immediate family or persons living in the same household. Void outside of MA, ME, NH, RI, VT and where prohibited. Sweepstakes is subject to all applicable federal, state and local laws and regulations.

**3. SWEEPSTAKES DRAWINGS:** Administrator will randomly select the potential Entry Period winners from all eligible entries received during each Entry Period on or around the dates indicated in the table above in Rule 1. *Non-winning Entry Period entries will **not** carry over into subsequent Entry Period drawings.* Drawings will be conducted by Administrator. Odds of winning a Sweepstakes prize depend upon number of eligible entries received during the applicable Entry Period. The potential Sweepstakes winners will be notified by email and each potential winner of a prize valued under \$600 will be required to provide his/her name, date of birth, and valid home address (no P.O. boxes) within two (2) days of the date notice or attempted notice is sent or prize may (at Sponsor's sole discretion) be forfeited and may be awarded to an alternate winner. Each potential winner of a prize valued at \$600 or greater must execute and return the required Declaration and Release and a W9 tax form within two (2) days of the date notice or attempted notice is sent or prize may (at Sponsor's sole discretion) be forfeited and may be awarded to an alternate winner. In the event that a potential winner of a Sweepstakes prize is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings, time permitting, after which the prize will remain unawarded. Ticket prizes will be fulfilled by mail prior to game day. Non-ticket prizes will be fulfilled by mail approximately 8-10 weeks after the conclusion of the Promotion Period.

**4. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"): Sweepstakes Prizes: Four (4) Entry Period 1 Grand Prizes:** A VIP Patrice Bergeron Experience comprised of four (4) tickets to a 2019 Boston Bruins regular season home game and a meet and greet with Patrice Bergeron on the game day. ARV: \$1,000. **One (1) Entry Period 1 First Prize:** A VIP Patrice Bergeron Experience comprised of two (2) tickets to a 2019 Boston Bruins regular season home game and a meet and greet with Patrice Bergeron on the game day. ARV: \$500. **One (1) Entry Period 2 Grand Prize:** An Autographed Patrice Bergeron jersey. ARV: \$300. **One (1) Entry Period 2 First Prize:** A Boston Team Autographed Hockey Stick. ARV: \$150. **One (1) Entry Period 3 Grand Prize:** An Autographed Patrice Bergeron jersey. ARV: \$300. **One (1) Entry Period 3 First Prize:** A Boston Team Autographed Hockey Stick. ARV: \$150.

All details of the VIP Patrice Bergeron Experience, including without limitation, date, time, duration, features, and seat location, will be determined by Sponsor and NHLPA in their sole discretion. All details of the jersey and hockey stick prizes, including, features, color, size and autographer, will be determined by Sponsor and NHLPA in their sole discretion.

Each winner of a VIP Patrice Bergeron Experience will be required to agree that Sponsor and/or respective agents will be taking video or photographs and/or otherwise record aspects of the winners' redemption of the prize ("Prize Footage"). Winner agrees that Sponsor shall own the Prize Footage and that Sponsor, and respective designees, assigns and licensees shall, subject to prior approval of the NHLPA (if Prize Footage includes Patrice Bergeron), have the right to edit, exploit, adapt, distribute, post, create derivative works of, and otherwise use the Prize Footage, in whole or in part, and in combination with other materials, in any manner, for any advertising, promotional, trade, commercial or other purposes in any and all media, now or hereafter devised, worldwide in perpetuity (except if Prize Footage includes Patrice Bergeron), without further payment or consideration, notification or permission.

For All Prizes: The Promotion Parties are not responsible if the Sweepstakes prizes are delayed, postponed, cancelled or otherwise unavailable for any reason and winner will not be reimbursed. By accepting any Sweepstakes prize, winner agrees to abide by these Official Rules and any additional terms, conditions and restrictions that may apply. The Promotion Parties are not responsible if winner does not use elements of the VIP Patrice Bergeron Experience on the day of event. Limit: one (1) prize per person/household. No substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute prizes of equal or greater value.

**5. GENERAL RULES:** All income taxes resulting from acceptance of prizes, if any, are the responsibility of the winners. By entering Sweepstakes, entrants accept and agree to these Official Rules and the decisions of Sponsor and Administrator, which shall be final in all matters. By entering and/or accepting prizes, entrants agree to hold the Released Parties as well as Patrice Bergeron, his companies, his promotion agencies and his agents, as applicable, harmless against any and all claims and liability arising out of participation in the Sweepstakes or any Sweepstakes-related or prize-related activity or use or redemption of prize. Acceptance of prize also constitutes permission to the Promotion Parties to use winner's name, likeness (and biographical information) for marketing purposes without further compensation or right of approval, unless prohibited by law. Promotion Parties are not responsible for lost, postage-due or late mail, or for technical, hardware or software malfunctions, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or utilized in this Sweepstakes, or by any human error which may occur in the processing of the entries in this Sweepstakes. If, in the Administrator's opinion, there is any suspected evidence of tampering with any portion of the Sweepstakes, or if technical difficulties compromise the integrity of the Sweepstakes, the Administrator reserves the right to modify or terminate the Sweepstakes in a manner deemed reasonable by the Administrator, at the Administrator's sole discretion. If terminated, prize will be awarded in a random drawing using all non-suspect entries as of the date of termination. In the event a dispute arises as to the identity of a potentially winning online entrant, entries made by internet will be declared made by the name on the entry.

**6. WAIVER:** By participating in this Sweepstakes, participants waive all rights to claim punitive, incidental and consequential damages, attorneys' fees or any damages other than actual out-of-pocket costs incurred to enter. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. 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, shall be governed by, and

construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

**7. WINNERS' LIST:** For a winner list, visit <http://bit.ly/2Tc3Nku>. The winner list will be posted after winner confirmation is complete.

**8. PRIVACY POLICY:** Information collected from entrants is subject to the Sponsor's Privacy Policy <http://www.kraftheinzcompany.com/NewPrivacyPolicy.html> and Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

**SPONSOR:** Kraft Heinz Foods Company, 200 E Randolph, Chicago, IL 60601.

**PROMOTION ADMINISTRATOR:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

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## APPENDIX A

### ENTRY PERIOD 1 PARTICIPATING PRODUCTS

UPC Package	Item Description	UPC Package	Item Description
2100061531	Kraft Grated Parm 8z	4470006647	2.52Z OM FC CONV BACON 12
1300079770	HNZ BEEF GRVY 18OZ	4470006662	2.52Z OM FC HRTY TK CT BAC 12
1300079840	HNZ RSTD TURKEY 18Z	2100061215	16z Philly Cream Cheese Tub
1300079860	HNZ CHICKEN GRAVY 18Z	2100061217	16z Philly Reduced Fat
4300002259	2.2Z CL IMNTY CHRY POM 12	2100061688	12z Philly Soft Tub
4300002885	1.85Z CL GRN TEA PCH MGO 12	2100060085	12z Philly Whipped
4300001134	2.04Z CL FRT PNCH 12QT/12	2100061218	12z Philly Reduced Fat
4300002264	1.5Z CL ICED TEA DCF 12QT/12	2100000734	7.5z Philly Blueberry
4300095054	2.4Z CL STRW/ORNG/BANA 12	2100000728	7.5z Philly Chive & Onion
4300095065	3.2Z CL LMNDE 12	2100000727	7.5z Philly Strawberry
4300095079	1.6Z CL RASP TEA 12	2100000732	7.5z Philly Jalapeno
4300095080	1.5Z CL PCH TEA 12	2100000744	7.5z Philly Pumpkin
4300095064	1.4Z CL ICED TEA 12QT/1205384	2100000730	7.5z Philly Garden Veg
4300095068	1.3Z CL RASP ICE 12QT/12	2100000753	7.5z Philly RF Onion/Chive
4300095051	2.9Z CL PNK LMNADE 12QT/12	2100000754	7.5z Philly RF Garden Veg
4300094964	1.8Z CL RASP LMNADE 12QT/12	2100061987	7.5z Philly Whipped Chive
4300005953	1.56Z CL SWEET TEA 12QT/12	2100000755	7.5z Philly 2X Protien
4300006085	2.01Z CL CONCORD GRP 12QT/12	2100000014	8z Philly Original Soft
4300006336	1.65Z CL PMGRTE GRN TEA 12	2100000028	8z Philly RF Soft
4300006484	1.96Z CL STRWBRY WATERMELON 12	2100061984	8z Philly Whipped
4300094502	1.4Z CL OTG LMND 10CT	2515505712	DEVOUR Burrito Pulled Chix
4300001729	1.1Z CL OTG WLD STRW 10CT	2515505710	DEVOUR Lasagna
4300001120	0.8Z CL OTG RSP LMND 10CT	2515505709	DEVOUR Lasagna Sausage
4300002222	0.8Z CLOTG GRNTPCHMNG 10CT	251555711	DEVOUR Pesto Rav
4300094511	0.7Z CL OTG ICED TEA 10CT	2515505704	DEVOUR Buff M&C
4300001117	0.9Z CL OTG FRT PNCH 10CT	2515505706	DEVOUR Enchillada Chix
4300002886	1.3Z CL OTG PNK LMND 10CT	2515505707	DEVOUR Chix & Waff
4300094509	0.6Z CL OTG RASP ICE 10CT	2515505705	DEVOUR White Ched M&C
4300097182	1.3Z CLOTG CLSORGSNRS 10CT	2515509916	DEVOUR Turkey Bacon
2900007313	34.5Z PLTR PNUT D/RST 6	2515500014	DEVOUR Meatloaf
2900007329	34.5Z PLTR PNUT HNY D/RST 6	2515500020	DEVOUR Angus Beef
2900007615	35Z PLTRS COCKTAIL PNUTS 6	2515500018	DEVOUR Pulled Pork
2900001706	12.75Z PLTRS DR PSTCHO 6	2515500013	DEVOUR Tortellini
2900001711	12.75Z PLTRS SLT PPR PSTCHO 6	2515500019	DEVOUR Cordon Blue M&C
2900001798	Planters Deluxe Mixed Nuts 34z PET	2515500035	DEVOUR Cajun
2900001799	Planters Deluxe Cashews 33z PET	2515500037	DEVOUR Philly HH
2100064276	16Z KR FF CATALNA 6	2515500038	DEVOUR Buff Chix HH
2100064353	16Z KR LDR RANCH 6	2515500039	DEVOUR Tky Bacon HH

### ENTRY PERIOD 2 AND ENTRY PERIOD 3 PARTICIPATING PRODUCTS

UPC Package	Item Description	UPC Package	Item Description
2100061531	Kraft Grated Parm 8z	4470006647	2.52Z OM FC CONV BACON 12
4300002922	11.5Z MH ORIGINAL ROAST 6	4470006662	2.52Z OM FC HRTY TK CT BAC 12
4300002924	11Z MH FRENCH ROAST 6	1300000029	19Z HNZ HAWAII SWT & SMKY SCE 6
4300002925	11Z MH BREAKFAST BLEND 6	1300000030	19Z HNZ CAROLINA HNY MST BBQ 6
4300002934	11Z MAXWELL HALF CAFF 6	1300000031	19Z HNZ KENTUCKY BOURBON BBQ 6
4300070590	11.5Z MH MASTER BLEND 6	1300000342	HEINZ TANGY CAROLINA STYLE BBQ SCE

4300002926	10.5Z MH 100% COLUMBIAN 6	1300000346	HNZ SWT SMOK KANSAS CITY BBQ6 20.2O
1300000640	HNZ KETCHUP EZ SQZ 20Z	1300000349	HNZ SWT & SPICY MEMPHIS BBQ 6 20.4O
1300062609	HNZ KETCHUP SIMPLY 20Z	1300000467	HNZ BOLD & SPICY TEXAS BBQ 6 19.5OZ
1300001111	HNZ KETCHUP HONEY 20Z	1300000712	HNZ CLASSIC ORIGINAL BBQ SCE6 21.4O
1300000045	19Z HEINZ MAYO SQZ	4470009200	32Z CL KOSH PICKL WHL 12
1300000036	30Z HEINZ JAR MAYO	4470009205	32Z CL KOSH PICKL HLVS 12
2100077436	Kraft 5 Pk M&C	4470009192	20Z CL KOSH MINI DL PICKL 12
2100001848	Cracker Barrel Slice Havarti	4470009219	20Z CL SAND SLS KOSH DL 12
2100003342	Cracker Barrel Slice Sharp White	4470009240	24Z CL KOSH DL PICKL SPEARS 12
2100005171	Cracker Barrel Slice Swiss	4470009218	20Z CL SAND SLS BRD-N-BTR 12
2580002650	Smart Ones Meals	4470007196	24Z CL HOT & SPICY CHP12
2580002629	Smart Ones Meals	4470009202	32Z CL HALF-SOUR PICKL 12
2580001941	Smart Ones Meals	4470006958	14.7 Z OM PZ PEP SS 6
2580002296	Smart Ones Meals	4470006959	15.6 Z OM LNCH CHKN NUG BQS 6
2580005290	Smart Ones Meals	4470007009	15Z LUNCHABLES HM/CHS W/SUB ROLL 6
2580005500	Smart Ones Meals	4470006956	15 Z OM LNCH TRKY CHED SS 6
2580002622	Smart Ones Meals	4470006960	14.1Z OM LNCH SS NCH 6
2580002628	Smart Ones Meals		
2580002080	Smart Ones Meals		
2580005240	Smart Ones Meals		
2580002024	Smart Ones Meals		
2580002025	Smart Ones Meals		
2580002011	Smart Ones Meals		
2580002289	Smart Ones Meals		
2580002658	Smart Ones Meals		
2580003010	Smart Ones Meals		
2580002243	Smart Ones Meals		
2580002249	Smart Ones Meals		
2580001937	Smart Ones Meals		
2580002013	Smart Ones Meals		