

OFFICIAL HUNGER-FIGHTING HEROES CONTEST RULES

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN THIS CONTEST. VOID IN PUERTO RICO, U.S. VIRGIN ISLANDS, U.S. TERRITORIES AND POSSESSIONS AND WHERE PROHIBITED OR RESTRICTED BY LAW. PRIZES: 10 winners (5 children/students and 5 adults) will each receive a Grand Prize package consisting of (i) a \$500 gift made payable to the hunger-fighting charity of winner's choice (as selected from a list of Sponsor approved charities), (ii) a certificate for 1000 Bonus Box Tops (a \$100 value) awarded to the BTFE-eligible school of winner's choice, and (iii) a picture of winner featured on a special edition Cheerios® package to be sold at ShopRite™ grocery stores in March, 2009. Approximate retail value of each Grand Prize is \$750; total approximate retail value of all prizes is \$7,500. Prizes are non-transferable except to approved charities and BTFE eligible schools. To be "BTFE eligible," the school must be registered with the General Mills Box Tops for Education Program. See www.boxtops4education.com for more details about the program. The schools receiving the prizes must be located within Connecticut, Delaware, New Jersey, New York or Pennsylvania. One Grand Prize package per person. All taxes and other expenses, if any, are the sole responsibility of the winners. All federal, state and local laws apply. No prize substitution or cash equivalent of prize, except at Sponsor's sole discretion, and then only for a prize of equal or greater value. Any difference between the actual value of any prize and the approximate retail value set forth in these official rules may not be claimed and will not be awarded. **ELIGIBILITY; NOMINATIONS:** To nominate a child/student or adult, tell us – in 300 words or less – about a child/student (who must be in grades K-12) or adult (who must be over age 18) who has made a special effort to fight hunger in his/her community. Simply explain why your nominee should be one of 10 "Hunger-Fighting Heroes." The nominated child/student must be enrolled in grades K-12 as of the academic year 2008-2009 within Connecticut, Delaware, New Jersey, New York or Pennsylvania and a legal U.S. resident of Connecticut, Delaware, New Jersey, New York or Pennsylvania. The nominated adult must be at least 18 years of age and a legal U.S. resident of Connecticut, Delaware, New Jersey, New York or Pennsylvania. In order to nominate someone for this contest, you must be at least 18 years of age at the time of entry and be a legal United States resident residing in one of the 50 United States or District of Columbia during the competition. Your entry will be disqualified if you or your nominee are an employee of Sponsor, General Mills, Inc., Leader Enterprises, Inc. ("Leader"), Wakefern Food Corporation, any ShopRite™ store, Archway Marketing Services, or any of their respective parents, subsidiaries and affiliated companies, or a member of the immediate family (parent, children, siblings, spouse, regardless of where they live) or same household of such employees (whether related or not). Complete the entry form including your name, your complete address, city, state, zip code and daytime phone number, and your nominee's name, gender, age, complete address, city, state, zip code and daytime phone number. If you are nominating a child/student, you must also include the nominee's grade and name of school. For entries where the nominee is 18 years of age or older, the nominee must sign the consent and release located in the entry form indicating his or her consent to participation in the contest. For entries where the nominee is a minor (under age 18), the parent or legal guardian of the child must sign the consent and release located in the entry form indicating his or her consent to the child's participation in the contest. On a separate 8.5" x 11" piece of paper, type your letter essay of 300 words or less describing why your nominee should win. Attach your letter essay to your completed form, and send to the following address: Hunger-Fighting Heroes Contest, Wakefern Food Corporation, Consumer and Corporate Communications P7-103, P.O. Box 7812, Edison, NJ 08818-7812. All entries must be postmarked by November 1, 2008, and received by November 5, 2008. Entry Forms must be fully complete in order to be accepted. Neither Sponsor or its affiliates, Leader, nor their respective affiliates, agents, officers, employees, or licensees is responsible for lost, late, damaged, destroyed, misdirected, postage-due, incomplete, or illegible entries. By submitting your entry, you accept all contest rules and agree to be bound by the decisions of the judges, which will be final. You also agree that your entry will not be returned and becomes the exclusive property of Sponsor who reserves the right to edit, adapt, copyright, publish, transfer and use it without compensation. The letter essay must not have been entered in any other competition or violate the rights of other parties. The letter essay may not be offensive or defamatory, the determination of which shall be in the sole discretion of Sponsor and/or the judges. **JUDGING:** All entries must meet the contest entry requirements. Entries will be judged by a panel of judges consisting of representatives from Wakefern Food Corporation and Sponsor. Up to a total of 100 points will be awarded for each valid entry based on the following criteria: (i) specific activities conducted in the fight against hunger (up to 50 points); (ii) results achieved from such activities (up to 25 points); and (iii) the spirit in which such activities were conducted (up to 25 points). In the event of a tie among contestants, the winner(s) will be determined by reviewing the tying contestants' point standings in the following categories, in the following order, until a winner is determined: (a) specific activities conducted in the fight against hunger, (b) results achieved from such activities, and (c) the spirit in which such activities were conducted. Decisions of the judges are final in all matters relating to this contest. **WINNERS:** If your nominee is a winner, you and your nominee will be notified on or about November 10, 2008 via phone. Winner must be available for and able to procure transportation to a photo shoot in northern New Jersey on Tuesday, December 9, 2008. Each winner will be required to sign, and a parent or legal guardian for each minor child winner will be required to sign (on behalf of the minor child winner), an affidavit of eligibility and liability release/assignment of rights and return within 48 hours of receipt of notification. Any potential winner who does not comply with these requirements, who cannot participate in the photo shoot on 12/09/08, or who cannot be easily contacted/located at the address provided, may forfeit prize and an alternate winner may be selected by the Sponsor. Acceptance of prize shall constitute and signify the winner's (and each minor child winner's parent's /legal guardian's) agreement and consent that Sponsor may use winner's letter essay and winner's name, address (city and state only), likeness, image, voice and/or prize information for promotional purposes in any media now existing or hereinafter devised, without additional compensation, where legal. **GENERAL:** Failure to comply with these official rules may result in disqualification from the contest. Sponsor reserves the right, in its sole discretion, to: (i) disqualify from this or any contest it sponsors, now or in the future, any person it finds, in its sole discretion, has intentionally violated these official rules, tampered with the entry process, the operation of the contest, or any other aspect of this contest; and (ii) cancel or suspend part or all of this contest in the event that printing errors, tampering, fraud, unauthorized intervention or other causes beyond Sponsor's control, corrupt or impair the administration, security, fairness or proper play of the contest. In such event, Sponsor may award prizes according to the judging process described in these official rules from all eligible entries received prior to the date of cancellation or suspension. By participating, you, nominee, and minor child nominee's parents/legal guardians release Sponsor, General Mills, Inc., Leader, Wakefern Food Corporation, ShopRite, Archway Marketing Services, and their respective parents, subsidiaries, affiliates, and the directors, officers, employees, or agencies of any of the above organizations from any and all liability for any injuries, losses, tax liabilities or damages of any kind arising from participation in this contest or resulting from acceptance, possession, use or misuse of any prize. As a condition of entering this contest, you, nominee, and minor child nominee's parents/legal guardians agree that any and all claims, judgments and awards are limited to actual out-of-pocket costs incurred in participating in this contest, and waive all rights to claim any other damages, including punitive, incidental and consequential damages and attorneys' fees. Contest is subject to all applicable federal, state and local laws. **WINNERS LIST:** For a list of winners, send a self-addressed, stamped envelope to Hunger-Fighting Heroes Contest, Wakefern Food Corporation, Consumer and Corporate Communications, P7-103, P.O. Box 7812, Edison, NJ 08818-7812 no later than February 1, 2009. **SPONSOR:** The Hunger-Fighting Heroes contest is sponsored by General Mills Sales, Inc., One General Mills Blvd., Minneapolis, MN 55440.