

**SPARTANNASH®**  
**“RACEWAY TEXT TO WIN” SWEEPSTAKES**

**Official Rules**

1. NO PURCHASE NECESSARY TO PARTICIPATE OR WIN A PRIZE:

Participants do not have to purchase any SpartanNash products to participate or to receive the prize. Subject to all federal, state and local laws.

2. HOW DO I ENTER?

Based on your location, text the keyword:

BANNER	BANNER STATES	KEYWORD
<i>West</i>		
Family Fare Supermarket	Nebraska, Iowa	RACE
Family Fare Supermarket	North Dakota, Minnesota	FINISH
Dan’s Supermarket	North Dakota	ZOOM
<i>East</i>		
Family Fare Supermarket	Michigan	CAR
VG’s Grocery	Michigan	SPEED
D&W Fresh Market	Michigan	TICKETS

to 23065 by sending a text message from your mobile phone or other text messaging capable device (“Mobile Device”) to the number obtained on the signs in stores, stores web addresses, and stores social media account starting on April 23, 2017 at 12:00am Eastern Daylight Savings Time (“EDST”) ending May 27, 2017 by 11:59am EDST. Entrants must have a text messaging two-way capable Mobile Device and digital service in order to enter. Entrants who successfully submit a Text Entry will be sent a text message that confirms their entry into the Sweepstakes.

Visit the stores, web addresses, and social sites as often as possible, but Text Entries will be limited to one (1) successful Text Entry per person/mobile phone (regardless of whether one (1) person has more than one (1) Mobile Device or more than one (1) person use the same Mobile Device). Text Entries in excess of one (1) will be void and disqualified. Entrants entering by Text Entry will be charged standard text messaging rates for text messages sent and received from their Mobile Device according to the terms and conditions in their wireless calling or data plan. Entrants should consult their wireless provider's pricing plans. Sponsor is not responsible for any charges from any cellular phone provider made to the entrant. Text messaging and wireless service are not available in all areas. Sponsor reserves the right in its sole discretion to disqualify any Text Entry at any time which in Sponsor's opinion does not comply with these Rules. Use of any automated entry device or software is prohibited. All Text Entries become the property of Sponsor and will not be returned. Entrant represents and warrants that they have not purchased any Mobile Device or text messaging service in order to submit a Text Entry or to participate in and/or enter the Sweepstakes.

3. HOW DO I WIN? Winner will be selected in a random drawing to be held on or after May 28, 2017 from among all entries received. You do not need to be present in store to win. Potential winners will be notified after the drawing by a SpartanNash representative by regular mail, telephone or e-mail at the postal address/phone number/e-mail address provided with entry. Actual means of notification to be determined by Sponsor at its sole discretion. If the potential winner declines to accept the prize, or in the event that prize notification cannot be accomplished within forty-eight hours (48 hours) from the first notification attempt, the potential winner will be disqualified, and Sponsor will select an alternate winner. By participating, you release Sponsor, its parent, subsidiaries and affiliates and the officers, directors, employees and

agents of each from any and all liability of any kind, including liability from the use and enjoyment of the prize, and grant permission to Sponsor to use your name, title, company, address, city and state for advertising and promotional purposes without additional compensation wherever lawful. All federal, state and local taxes, if any, are the winner's responsibility. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions and interpretations, which are final and binding in all matters related to the Promotion. Sponsor reserves the right, at its sole discretion, to cancel, terminate or suspend the promotion should an unauthorized intervention or other cause beyond its control affect the administration, proper play or conduct of the promotion.

4. WHAT CAN I WIN? One of four (4) prizes. Four (4) prize recipients will each receive one (1) of the following prizes as determined by the Sponsor:

1. Trip for prize winner and one (1) adult guest to the Big Race and Saturday night race in Daytona Beach, FL on July 1, 2017. Trip includes round-trip coach class air transportation from a major commercial airport near prize winner's residence to Daytona Beach, FL for prize winner and one (1) adult guest; three (3) nights hotel standard accommodations (single room/double occupancy); a \$300 for car rental/spending money, and two (2) tickets to the race. Dates, times, and details of the trip to be selected by Sponsor in its sole discretion. Prize winner's guest must be 21 years of age or older. If a prize winner elects to travel or partake in the prize without a guest, no additional compensation will be awarded to the prize winner. Trip must be taken on dates selected by Sponsor. Prize winner and guest must travel on the same itinerary. The actual value of the prize trip may vary depending on point of departure and fluctuations in the cost of air transportation. Any difference between the estimated ARV and the actual value of the prize will not be awarded. Prize winner and guest are responsible for having valid travel documents including government identification and/or passports. Prize winner and his/her guest hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the trip. Prize winner and guest must sign and return a travel liability/publicity release before travel will be booked. Prize winner will be required to provide a major credit card upon hotel check-in, and all in-room charges will be charged to the credit card. Any damage to the room will be the responsibility of the prize winner. Approximate retail value ("ARV"): \$3,000.
2. Tickets for prize winner and one (1) adult guest to the VIP experience at the Kansas City Race on June 17-18, 2017. Prize winner is responsible for all travel expenses not included herein, including transportation, lodging, meals, and any other incidental costs or expenses related to participation in this prize. Prize winner and guest must sign and return a liability/publicity release before tickets will be awarded. ARV: \$560
3. Tickets for prize winner and one (1) adult guest to the VIP experience at the Michigan Race in Brooklyn, MI on October 21, 2017, and grand stand tickets for Sunday race on October 22, 2017. Prize winner is responsible for all travel expenses not included herein, including transportation,

lodging, meals, and any other incidental costs or expenses related to participation in this prize. Guest must sign and return a liability/publicity release before tickets will be awarded. ARV: \$560.

4. Tickets for prize winner and one (1) adult guest to the Michigan Race in Brooklyn, MI, on June 18, 2017 with two (2) hospitality tent passes and race team swag. Prize winner is responsible for all travel expenses not included herein, including transportation, lodging, meals, and any other incidental costs or expenses related to participation in this prize. Prize winner and guest must sign and return a liability/publicity release before tickets will be awarded. ARV: \$400.

The total ARV of all prizes (“prize” or “prizes”) available in the Promotion is \$4,520.00.

Sponsor bears no responsibility if any event, element or detail of a prize is canceled, postponed or becomes unavailable for any reason. Should any event, element or detail of a prize become unavailable, the Sponsor shall have no obligation to the prize winner aside from providing the remaining portion of the prize, minus any unavailable event, element or detail. The total number of prizes will not exceed the number of prizes set forth above. All prizes will be awarded provided there are a sufficient number of eligible winners. Prizes that are unclaimed, unredeemed or returned as undeliverable may not be awarded. If, for any reason, more prize notifications are sent (or more claims are received) than the number of prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of prizes through a random drawing from among all eligible prize claims received. Limit of one (1) prize per person/household. No prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of a prize or force majeure. An entrant is not a winner of any prize, even if the Promotion should so indicate, unless and until entrant’s eligibility has been verified and entrant has been notified that verification is complete. Sponsor will not accept any other evidence of winning in lieu of its validation process. Any entries that occurs after the system has failed for any reason is deemed a defective play, is void, and will not be honored.

5. AM I ELIGIBLE? This Promotion is offered only to legal residents of Michigan, Minnesota, Nebraska, Iowa and North Dakota who are at least twenty-one (21) years old at the time of entry. Employees, directors, officers, and agents of Sponsor and each of their respective parent companies, divisions, dealers, affiliates, subsidiaries, distributors, advertising and promotional agencies and suppliers involved in the Promotion (“Promotion Entities”), as well as the members of each of their immediate families (spouse, parents, children, siblings, and in-laws) and persons residing in the same household as such individuals are not eligible to enter or win. Void where prohibited or restricted by law. To learn the identity of the prize winners (available after May 28, 2017), send a self-addressed, stamped envelope to: c/o SpartanNash, 850 76th St SW PO Box 8700, Grand Rapids, MI 49518-8700. All requests must be received by May 27, 2017.

6. WHAT ARE MY ODDS OF WINNING? Odds of being selected in the random drawing will be determined by the number of entries received.

7. PUBLICITY RIGHTS: By participating in the Promotion and/or accepting a prize, each entrant agrees to allow Sponsor and Sponsor’s designee the perpetual right to use his/her name, biographical information, photos and likeness, voice recording, video images and all related footage, and statements for Promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered worldwide, including but not limited to television (including live television), radio, and the Internet, without notice, review or approval and without additional compensation except where prohibited by law.

8. HOW ARE DISPUTES RESOLVED? Each participant agrees that: (1) any and all disputes, claims, and causes of action arising out of or in connection with this promotion, or any prize awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within the State of Michigan ; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this promotion, but in no event attorneys' fees; and (3) under no circumstances will a participant be permitted to obtain awards for, and each participant hereby waives all rights to claim punitive, incidental, or consequential damages, any other damages other than 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 participants and the Sponsor in connection with the promotion, 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 or provisions (whether the State of Michigan or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than the State of Michigan.

9. DATA PRIVACY: Information participants provide to Sponsor will be used to communicate with participants in relation to this promotion as well as to contact participants at a later date with respect to products or services which the Sponsor believes may be of interest to them.

10. SPONSOR: This promotion is sponsored by SpartanNash, 850 76<sup>th</sup> Street Southwest, P.O. Box 8700, Grand Rapids, MI 49518-8700. Sponsor reserves the right to cancel this promotion at any time and substitute another promotion in its place.