

IGA 2010 CUSTOMER FEEDBACK SURVEY SWEEPSTAKES

2010 OFFICIAL RULES

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

MUST BE 18 YEARS OR OLDER TO ENTER.

1. PROMOTION

The IGA "Customer Feedback Survey" Sweepstakes is a series of monthly drawings (each a "Drawing," collectively, the "Sweepstakes"). The Sweepstakes begins at 12:00:01 a.m. Central Standard Time ("CST") on January 1, 2010 and ends at 11:59:59 p.m. Central Standard Time ("CST") on December 31, 2010 (the "Promotion Period"). During the Promotion Period, there will be a series of twelve (12) Drawings from all eligible entries received during each of the Entry Periods (defined below) immediately preceding the Drawing. During the first week of each month, twenty (20) entries will be randomly selected from all eligible entries received during the prior Entry Period immediately preceding the Drawing. Sponsor will award twenty (20) Fifty Dollar (\$50) IGA gift cards per Drawing.

See the Entry Period chart below for details and dates.

Entry Period	Start Date of Entry Period (MM/DD/YY)	End Date of Entry Period (MM/DD/YY)	Drawing Date w/o (MM/DD/YY)
Month 1	01/01/10	01/31/10	02/10/10
Month 2	02/01/10	02/28/10	03/10/10
Month 3	03/01/10	03/31/10	04/06/10
Month 4	04/01/10	04/30/10	05/11/10
Month 5	05/01/10	05/31/10	06/08/10
Month 6	06/01/10	06/30/10	07/13/10
Month 7	07/01/10	07/31/10	08/10/10
Month 8	08/01/10	08/31/10	09/07/10
Month 9	09/01/10	09/30/10	10/12/10
Month 10	10/01/10	10/31/10	11/10/10
Month 11	11/01/10	11/30/10	12/08/10
Month 12	12/01/10	12/31/10	01/11/11

An entry submitted during a particular Entry Period will not carry over to any subsequent Entry Period, so participants must submit an entry during each Entry

Period in order to participate in each drawing. Entry in the Sweepstakes does not constitute entry into any other promotion, contest or sweepstakes. By participating in the Sweepstakes, each participant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of IGA, INC. ("the Sponsor"), which shall be final and binding in all respects.

2. ENTRY

You may enter the Sweepstakes online anytime during the Sweepstakes Period by logging on to the website at www.igastore-feedback.com (the "Site"), answering the survey questions regarding your shopping experience at IGA, and providing the requested contact information.

To enter without completing a survey, you may send a 3"x5" card with your name, address, email address, telephone number, and date of birth to: IGA Marketing Events Department – CFS, 8745 W. Higgins Road, Suite 350, Chicago, IL 60631.

All on-line entries must be received by Sponsor by 11:59:59 pm CST on 12/31/10. All mail-in entries must be postmarked by 12/27/10 and received by Sponsor by 11:59:59 pm CST on 12/31/10. To be included in a Drawing, your entry must be received by Sponsor by 11:59:59 pm CST (or CDT, whichever is applicable) on the last day of the Entry Period immediately preceding the Drawing. Limit one Entry per person and per e-mail address per Entry Period.

All Entries become the property of Sponsor and will not be returned. Sponsor is not responsible for lost, late, misdirected, incomplete, illegible or damaged mail or email that results from any source - technical, hardware or software malfunctions, lost or unavailable network connections, or failed, incorrect, inaccurate, garbled or delayed entries or other communications or other technical problems related to the Sweepstakes or Sweepstakes entries. The use of scripts or any automated system to enter is strictly prohibited. Entries will be disqualified if Sponsor determines, at its sole discretion, that entrants have attempted to or have tampered with the entry process or the operation of the Site, or who otherwise violates these rules.

3. ELIGIBILITY

The Sweepstakes is open to residents of the fifty United States and the District of Columbia, aged 18 years or over at the time of entry. Employees of IGA, INC. and its affiliates, and anyone directly involved with IGA, or this contest, and their immediate family members and persons living in the same household with them are not eligible to enter or win. The Sweepstakes is void in Puerto Rico, the U.S. Virgin Islands, U.S. military installations in foreign countries, and where prohibited by law. All federal, state, and local laws and regulations apply.

4. DRAWING

The potential winners will be determined by random drawing on or about the Drawing dates indicated on the Entry Period chart, and will be notified by Sponsor or

its representative by phone, e-mail and/or mail using the contact information provided at the time of entry. The Drawings will be conducted at TrendSource, Inc., 4891 Pacific Highway San Diego, CA 92110, by Sponsor or its designee, the judge of the Sweepstakes, whose decisions are final and binding. Sponsor shall have no liability for any potential winner notification that is not received by any potential winner for any reason. Without limiting the generality of the foregoing, the Sponsor is not responsible if a potential prize winner does not receive his/her winner notification, redemption instructions or corresponding prize because a fraudulent or bogus e-mail address was provided at the time of registration or because the e-mail notification is misdirected or bounces back or is intercepted by SPAM or other e-mail filters.

If a potential winner does not respond within 14 days of the date of the prize notification, fails to comply with the instructions contained in the prize notification within that time period, is ineligible for the prize, or refuses to accept the prize, Sponsor reserves the right to randomly choose an alternate potential winner from the pool of remaining eligible entries. Return of any prize notification as undeliverable will result in disqualification and selection of an alternate potential winner. Sponsor or its representative will successively attempt to contact up to five (5) alternate potential winners for each prize in accordance with the above procedure, and if there is still no confirmed winner after such attempts have been made, the applicable prize will not be awarded.

In the event of a dispute as to the identity of an entrant, any online entry will be deemed submitted by the authorized account holder of the e-mail account from which it was sent. The authorized account holder shall be the natural person to whom the applicable e-mail address has been assigned by the Internet Service Provider or other organization responsible for assigning e-mail addresses. A potential winner may be required to provide the Sponsor with proof that the potential winner is the authorized account holder of the e-mail address associated with the submitted entry. If there is any such dispute concerning the identity of a potential winner that cannot be resolved to the Sponsor's satisfaction, the entry will be deemed ineligible.

Winner may be required to show proof of identity (using a government-issued ID such as a driver's license, state ID, passport, etc.) and may be required to execute an Affidavit of Eligibility and a Liability Release and, except where prohibited, a Publicity Release within fourteen days (14) of attempted notification in order to claim prize. If any winner is 18 or over as required, but a minor in his or her state of residence, the prize will be awarded in the name of the minor's parent or legal guardian, who will also be responsible for signing any necessary releases, consents and affidavits. An entrant is not a winner unless and until the entrant's eligibility and has been verified and entrant has complied with all Sweepstakes requirements. Allow six weeks for delivery of prize.

5. PRIZES

Sponsor will award twenty prizes per Drawing. For each Drawing, twenty (20) winners will each receive a fifty dollar (\$50) IGA gift card, redeemable at any IGA store in the US. ARV: \$50. The odds of winning depend on the number of eligible entries received. Limit one prize per person for Entry Period.

Prizes are not transferable and subject to availability. No substitution of prize for cash or other goods and services is permitted, except Sponsor reserves the right to provide a substitute prize of approximately equal value. All expenses not specified above, including, without limitation, all federal, state, provincial, and local taxes are the sole responsibility of the individual winner.

6. GENERAL

Sponsor has the right to cancel, terminate or modify this Sweepstakes if it cannot be completed as planned due to computer virus, bugs, tampering, unauthorized intervention, technical failures, or other conditions beyond Sponsor's control, and to select winner from eligible entries received on or before the termination date. Sponsor is not responsible for any failure to contact entrants, whether due to technical or human error. By entering, entrants agree: (1) to release the Sponsor and TrendSource, Inc. and their respective employees, directors, officers, affiliates and agents from all liability, injuries, loss and/or damage of any kind arising from their participation in the Sweepstakes or the acceptance, receipt, possession, shipping, handling, loss, use or misuse of any prize; (2) to be bound by the Official Rules and the decisions of the judge; and (3) to be contacted by Sponsor by mail, email and/or telephone regarding the Sweepstakes. By accepting a prize, each winner consents to the use of his/her name, photograph, and likeness for advertising, trade, and promotional purposes without additional compensation in all media worldwide except if winner is a resident of Tennessee or where prohibited by law. Entrants and winners assume sole liability for injuries, including personal injuries and/or damage to person or property, caused or claimed to be caused by participating in this Sweepstakes or the acceptance, receipt, possession, shipping, handling, loss, use or misuse of any prize awarded. Sweepstakes is governed by the laws of Illinois, with venue in Cook County, Illinois. All claims must be resolved in the state or federal courts in Cook County, Illinois.

SPONSOR reserves the right to suspend or terminate the "IGA 2010 Customer Feedback Survey" Sweepstakes or modify the contest rules at any time.

7. WINNER'S LIST

To receive a list of the winners, send a self-addressed, stamped envelope and note what month's winner's list you would like to receive to the address below and to be received by no later than 1/30/11: IGA, 2010 Customer Feedback Survey Sweepstakes, Attn: Winner List, 8745 West Higgins Road, Chicago, IL 60631.

8. SPONSOR

IGA, Inc., 8745 West Higgins Road, Chicago, Illinois 60631.

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