

OFFICIAL RULES

Wegmans Panel Sweepstakes

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. Wegmans Panel Sweepstakes (the "Sweepstakes") period begins December 1, 2016 and ends November 30, 2017.

ELIGIBILITY

Open to legal residents of New Jersey, New York, Pennsylvania, Maryland, Massachusetts and Virginia age 18 or over on date of entry, except for employees, representatives, and principals (or members of the immediate families or households of same) of Wegmans Food Markets, Inc. or Vision Critical Communications, Inc. or any of their parent companies, subsidiaries, affiliates, advertising or promotional agencies. Eligibility for any specific drawing is limited to those Panelists who receive a survey invitation and timely respond to it in the applicable month as set forth below.

MONTHLY PRIZES:

Prizes are as stated in promotional literature and cannot be transferred, exchanged or redeemed for cash or other merchandise.

Prizes will be awarded as follows: a \$100.00 Wegmans Gift Card (thirty-six (36) winners). During the sweepstakes, three (3) \$100.00 Wegmans Gift Cards will be awarded each month from all completed Wegmans Customer Panel surveys received in that month.

Total value of prizes to be awarded per year is \$3,600. Prizes are non-transferable, non-substitutable, and may not be redeemed for cash. Wegmans or Sponsor(s) reserves the right to substitute prizes of equal or greater value. All applicable federal, state and local taxes are the responsibility of the winner.

The number of surveys that will take place between December 2016 and November 2017 will be determined by Wegmans. The promotion officially end 11/30/2017.

HOW TO ENTER

Survey invitations will be sent by email periodically to Panelists selected by Sponsor during the monthly recruiting period. Not all Panelists will receive survey invitations each month, and some Panelists may receive multiple invitations. No purchase is necessary to obtain a survey invitation or to respond to a survey. Any Panelist receiving a survey invitation is eligible to obtain an entry by responding to the survey. To complete the survey, check your email for a survey link. Respond to the survey as directed within the designated time period.

Each completed survey responded to on the website shall receive one (1) entry to the applicable drawing(s) as described below. The more surveys you respond to the greater your odds of winning. Unselected entries will not be eligible for subsequent draws. All surveys and information become the property of Wegmans and will not be returned. All entries must be received by the Administrator on or before the entry deadline for the applicable month as detailed below to be eligible for a prize. Limit one (1) prize per person.

To qualify, all online surveys must be received by the deadline given for each individual survey.

THE DRAWINGS

Each month three (3) winners will be selected in a random drawing from all completed surveys received, to be held on or about thirty (30) days after survey deadline, by Wegmans officials whose decisions are final with respect to all matters relating to this promotion.

Any entry is eligible for no more than one Monthly Drawing; if unselected in a drawing, the entry is not eligible for any

subsequent drawing. If a selected entrant chooses not to accept the prize, or is otherwise disqualified from winning the prize, the prize will be deemed to be forfeited and no substitution or other compensation will be awarded to that entrant and an alternate winner will be selected.

The selected entrant(s) will be contacted by telephone or email within ten (10) days of drawing. If the selected entrant does not comply with the Sweepstakes Rules or cannot be contacted by telephone or email despite diligent efforts to do so within fourteen (14) days, that entrant will be disqualified and an alternate winner will be chosen. Winner must be at least 18 years of age. The prize will be sent to the winner within 4-6 weeks of receipt of the declaration and release of liability. All applicable federal, state and local taxes on prize are the responsibility of the winner.

ODDS OF WINNING

Odds of winning a Monthly Prize depend on the number of eligible entries received by Administrator for each of the Panels.

GENERAL CONDITIONS

By entering, contestants agree to abide by these Official Rules. All decisions of Wegmans or the Administrator will be final and binding on all entrants. Failure by Wegmans or the Administrator to enforce any provision in these Official Rules shall not constitute a waiver of that provision. This Sweepstakes is subject to all applicable Federal, State and Municipal Laws.

By entering, entrants agree that neither Wegmans nor Administrator shall bear any liability for, and entrants agree to release, indemnify and hold them harmless from any injuries, losses, damages, claims, actions and any liability of any kind resulting from participation. Void where prohibited or restricted by law.

By entering, entrants agree that neither Wegmans nor Administrator shall bear any liability for (a) entries and communications which are lost, postage-due, stolen, illegible, incomplete (or otherwise improperly completed), delayed or destroyed (including, in the case of on-line entries, as a result of failure of the website or technical problems or traffic congestion on the Internet), (b) the loss, theft, use, or misuse of the prize, or (c) any property damage or, except where prohibited by law, personal injury in any way attributable to this Sweepstakes or the prize (including, in the case of on-line entries, injury or damage to any telephone network or lines, on-line systems, servers, access providers, computer equipment or software) or resulting from downloading any material from the Sweepstakes website.

No correspondence will be entered into except with the selected entrant who qualifies to win a prize. By entering, a winner grants Wegmans and the Administrator the right to use the winner's name, address, comments and/or likeness, without further compensation, in any advertising or publicity, except where prohibited. All entries become the property of Wegmans.

Neither Wegmans nor the Administrator assumes any responsibility for lost, stolen, delayed, damaged or misdirected entries; or for any failure of the website during the promotional period, for any problems or technical malfunction of any telephone network or telephone lines, computer system, computer on-line systems, program or server failure of any kind, access providers, computer equipment, hardware, software, failure of any entry to be received by the Sponsor on account of technical problems or traffic congestion on the Internet or at any website, lost or unavailable network connections or any other difficulties which are human or technical in nature, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from playing or downloading any material in the promotion. Wegmans and Administrator reserve the right, in their sole discretion, to cancel, modify, or suspend the entry form download portion of this Sweepstakes should a virus, bug, or other cause beyond the reasonable control of the Administrator corrupt the security or proper administration of the Sweepstakes. In the event of cancellation, termination, or suspension, at its discretion, Administrator shall select a winner from eligible, non-suspect entries received prior to the event requiring such cancellation, termination, or suspension.

Any attempt to deliberately damage any web site or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, Wegmans and the Administrator reserve the

right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution. Surveys obtained through fraudulent means or through an abuse of the Sweepstakes or any surveys that are in any way tampered with, forged, mutilated, illegible, incomplete, copied, duplicated or mechanically reproduced may, at the sole discretion of Wegmans or the Administrator, be disqualified.

In the event that, due to a printing, production or other error, more than the advertised number of prizes are claimed, there will be a random drawing conducted among all eligible prize claimants to award the correct number of prizes after the Sweepstakes end.

Any and all disputes relating to this Sweepstakes or any prize shall be subject to the internal laws of the State of New York and exclusive jurisdiction and venues shall be in the state or federal courts located in Rochester, New York.

Except as provided herein, the personal information you are providing to enter this Sweepstakes will be used only to administer this Sweepstakes unless you indicate that you would be willing to participate in future surveys or receive future offers from participating clients. Unless otherwise indicated, the responses to the survey questions that you provide will be used by Wegmans or the Administrator in an aggregated manner only and will not be linked to your personal information. For more information about the Administrator's privacy policy, please review the privacy policy online at http://www.visioncritical.com/VC_PrivacyPolicy_en-CA.pdf.

For the names of the winners, send a self-addressed envelope to WEGMANS PANEL SWEEPSTAKES WINNER LIST, PO BOX 30844, ROCHESTER, NEW YORK 14603-0844, ATTN: CIC, no later than December 30, 2017. You must specify the applicable sweepstakes for which you are requesting a winner list. The winner list will be sent after all prizes have been awarded.

SPONSOR: Wegmans Food Markets, Inc., Rochester, NY
ADMINISTRATOR: Vision Critical Communications, Inc.