

SPARTANNASH
“KIDS CREW PASSPORT AT KIDS CREW LAUNCH EVENTS”

PROMOTIONAL CONTEST

Official Rules

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

Participants do not have to make a purchase at any of Sponsor’s stores to participate in the Promotional Contest or to receive a prize. The Promotional Contest is subject to these Official Rules and all federal, state and local laws, and is void where prohibited by law.

2. PROMOTION PERIOD(S). The participating SpartanNash stores and the applicable Promotion Periods are as follows:

- Family Fare at 1185 Washington Ave., Holland, MI 49423: Promotional Contest starts on January 24, 2020 at 4:00:00 PM Eastern Time (“ET”) and ends on January 24, 2020 at 6:00:00 PM ET.

- Family Fare at 2275 Health Dr. SW, Wyoming, MI 49519: Promotional Contest starts on January 25, 2020 at 9:00:00 AM ET and ends on January 25, 2020 at 11:00:00 AM ET.

- Family Fare at 2900 Burlingame Ave. SW, Wyoming, MI 49509: Promotional Contest starts on January 25, 2020 at 1:00:00 PM ET and ends on January 25, 2020 at 3:00:00 PM ET.

- Family Fare at 6480 28th Ave., Hudsonville, MI 49426: Promotional Contest starts on January 26, 2020 at 1:00:00 PM ET and ends on January 26, 2020 at 3:00:00 PM ET.

For each Promotion Period above, Sponsor’s computer is the official clock.

3. HOW DO I ENTER? During the Promotion Period, each participating SpartanNash store will have Kids Crew stamps available for collection in six (6) departments throughout the store. If, while visiting a participating SpartanNash store, you locate and collect Kids Crew stamps from each of the six (6) departments, you can enter the Promotional Contest by

completing the supplied entry form. To complete the entry form and enter the Promotional Contest, you must provide your full name, street address, phone number, email address, and date of birth.

Entries will be limited to one (1) entry on behalf of each participant (regardless of whether one (1) participant has more than one (1) street address, email address, or phone number) for each calendar day during the Promotion Period. Each entry will be eligible to participate in the Promotional Contest for only the participating SpartanNash store at which the entry was submitted. To participate in the Promotional Contest for multiple participating SpartanNash stores, a new entry will need to be submitted at each participating SpartanNash store.

4. AGREEMENT TO OFFICIAL RULES AND DECISIONS. By entering in the Promotional Contest, each participant fully and unconditionally agrees to be bound by and accepts these Official Rules and the decisions of Sponsor (including, without limitation, decisions regarding eligibility of entries, the selection of participants and the winner, and the awarding of the prizes), which are final and binding in all respects.

5. HOW DO I WIN? For each prize, the winner will be selected in a random drawing to be held as follows:

- Family Fare at 1185 Washington Ave., Holland, MI 49423: random drawing is on January 24, 2020 at approximately 6:05:00 PM ET.

- Family Fare at 2275 Health Dr. SW, Wyoming, MI 49519: random drawing is on January 25, 2020 at approximately 11:05:00 AM ET.

- Family Fare at 2900 Burlingame Ave. SW, Wyoming, MI 49509: random drawing is on January 25, 2020 at approximately 3:05:00 PM ET.

- Family Fare at 6480 28th Ave., Hudsonville, MI 49426: random drawing is on January 26, 2020 at approximately 3:05:00 PM ET.

The random drawing will be made from among all entries received during the applicable calendar day in the Promotion Period. You do not need to be present at a Sponsor store to win. The potential winners will be notified by a representative of Sponsor via email or phone on or after the day of the drawing. The potential winners must respond to such notification within two (2) calendar days after notification. If a potential winner fails to respond within two (2) calendar days or declines to accept the prize, such potential winner will be disqualified, and Sponsor will select an alternate winner from the remaining entries. If, for any reason, more potential winners are notified than the number of prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the prizes through a random drawing from among all eligible potential winners so notified.

6. WHAT CAN I WIN? At each participating SpartanNash store, five (5) potential winners will be selected by random drawing. For each potential winner, the prize is one (1) Kids Crew branded lunchbox, with an approximate retail value of \$10. No prize substitutions or exchanges will be allowed, except by Sponsor, whom reserves the right to substitute a prize of equal or greater value in case of unavailability of any prize or a force majeure event. Delivery of the prize will be made to the street address provided by the winner.

7. AM I ELIGIBLE? The Promotional Contest is open only to residents of Michigan whom are eighteen (18) years of age or older at the time of entry. Employees (and their families, and members of their households, whether or not related) of SpartanNash, its affiliated companies and the competitors of each are not eligible to participate or receive a prize. To learn the identity of a prize winner (available after February 1, 2020), send a self-addressed, stamped

envelope to: SpartanNash, Attn: Stephanie Edson, 850 76th St SW, P.O. Box 8700, Grand Rapids, MI 49518-8700. All such requests must be received by February 29, 2020, by 12:00:00 PM CT.

8. WHAT ARE MY ODDS OF WINNING? Odds of being selected in the random drawing will be determined by the number of entries received during the applicable Promotion Period.

9. GENERAL CONDITIONS. Sponsor reserves the right, in its sole discretion, to terminate, modify or suspend the Promotional Contest if, in Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Promotional Contest, or if viruses, bugs, unauthorized intervention, fraud, technical difficulties or failures or any other factor beyond Sponsor's reasonable control corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotional Contest. In such event, Sponsor reserves the right (but does not have the obligation) in its sole discretion to award the prize at random from among eligible, non-suspect entries received up to the time of suspected impairment. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotional Contest or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately damage any website or undermine the legitimate operation of this Promotional Contest is a violation of criminal and civil laws, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision or any other provision of these Official Rules.

10. RELEASE. By entering the Promotional Contest, participants and winner release Sponsor or, their parents, subsidiaries and affiliates and the officers, directors, employees and agents of each from any and all liability of any kind for any loss, harm, damage, personal injury and/or death, arising out of participation in this Promotional Contest and/or the acceptance, use or misuse of the prize, and grant permission to Sponsor to use winner's name, street address, city and state for advertising, trade and promotional purposes in all media without additional compensation or notice wherever lawful. All federal, state and local taxes, if any, and any other expenses on the receipt and use of the prize are solely the winner's responsibility.

11. LIMITATIONS OF LIABILITY. Sponsor is not responsible for: (a) incorrect or inaccurate transcription of entry information or late, lost, stolen, unintelligible, illegible, damaged, mutilated, altered, incomplete, postage due or misdirected entries or entries received through impermissible or illegitimate channels, all of which will be disqualified; (b) technical failures of any kind, including but not limited to the malfunctioning of any telephone, wireless, mobile, texting or computer online systems, networks or lines, telephone, wireless, mobile, texting or computer equipment, website, server provider, network, hardware or software; (c) the unavailability or inaccessibility of any website or service, including, without limitation, telephone, wireless, mobile, texting or computerized service; (d) unauthorized intervention in any part of the entry process or the Promotional Contest; (e) printing, typographical, electronic or human errors which may occur in the offer or administration of the Promotional Contest or the processing of entries; or (f) any injury or damage to persons or property, including but not limited to entrant's computer or wireless device, which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotional Contest, or from viewing, playing or downloading any material from Sponsor's website(s), regardless of whether the

material was prepared by Sponsor or a third party, and regardless of whether the material is connected to Sponsor's websites by a hypertext link.

12. PUBLICITY. Except where prohibited by law, participation in the Promotional Contest constitutes each winner's consent to Sponsor's (and its designees', successors' and assigns') use of winner's name, biography, likeness, voice, photographs, video, opinions, statements, hometown, state and country for promotional purposes in any manner or media (including, without limitation, online), worldwide, in perpetuity, and without further payment, consideration, notice, review or consent.

13. 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 Promotional Contest, or any prizes 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 Kent County, 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 of 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.

14. DATA PRIVACY. Information participants provide to Sponsor will be used to communicate with participants in relation to this Promotional Contest 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. Personal information will be handled in accordance with Sponsor's privacy policy available at www.shopfamilyfare.com.

15. OFFICIAL RULES. THESE OFFICIAL RULES ARE AVAILABLE AT SPONSOR'S WEBSITE LOCATED AT WWW.SHOPFAMILYFARE.COM/KIDS-CREW, OR BY SENDING A SELF-ADDRESSED POSTAGE-STAMPED ENVELOPE TO SPARTANNASH "KIDS CREW PASSPORT AT KIDS CREW LAUNCH EVENTS" OFFICIAL RULES REQUEST," SPARTANNASH, ATTN: STEPHANIE EDSON, 850 76TH ST SW, P.O. BOX 8700, GRAND RAPIDS, MI 49518-8700.

16. WINNERS' LIST. To request the name of the Promotional Contest winner(s), send a self-addressed postage-stamped envelope "Kids Crew Passport at Kids Crew Launch Events" - Winners List Request, SpartanNash, Attn: Stephanie Edson, 850 76th St SW, P.O. Box 8700, Grand Rapids, MI 49518-8700. Requests must be received by February 29, 2020.

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

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