

BASHAS' VEGAS VIP SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

1. HOW TO ENTER: Beginning 9/30/09 through 10/20/2009, you are automatically entered every time you purchase one participating Frozen Food product using your Thank You Shopper Card at any participating Bashas' location in Arizona or California. Please see Appendix for a list of participating products or the frozen food aisle at any participating Bashas' store. If you do not have a Thank You Shopper Card, you may obtain one free at the Customer Service Counter. Or, to enter without making a purchase, mail a handwritten, hand-addressed postcard with your name, address, and daytime and evening telephone number, and a statement that you are 18 years of age or older as of 9/30/09, to Bashas' Vegas VIP Sweepstakes, PO BOX 5235, Peoria, AZ 85385. You may enter as often as you wish, but each mail-in entry requires a separately mailed postcard. Mechanically reproduced, machine-printed or typewritten postcards will not be accepted. All postcards must be postmarked by 10/27/09 and received by 10/30/09 to be eligible.

2. ELIGIBILITY: Open to U.S. residents of Arizona and California, 18 years and older as of 9/30/09. Employees of Bashas', their parent companies, affiliates, subsidiaries, agents, and advertising and promotion agencies, and the immediate family and household members of such employees are not eligible. Void where prohibited. All federal, state, and local laws and regulations apply.

3. DRAWING: A random drawing will be conducted by Bashas' on or about 11/10/09 from among all eligible entries received via mail and shopper card at each participating Bashas' store. Odds of winning depend upon the total number of eligible entries received via mail and from among each participating Bashas' store. Potential winner(s) will be notified by phone and may be required to sign and return an affidavit of eligibility and release of publicity/liability ("affidavit") to be received by Sponsor within 7 days of attempted notification or an alternate winner will be selected. Upon receipt and verification of the completed affidavit, each finalist will be required to pick up their prize from a location designated by the owner of this location.

4. PRIZE(S): One (1) Grand Prize (VEGAS VIP TRIP) will be awarded. Trip for two includes: gift certificate on US Airways, limousine transfer for two from McCarran Airport, two nights at the Bellagio Hotel in Las Vegas, two tickets the Cirque de Soliel show, two dinners at any MGM Grand property restaurant and a \$500.00 Visa gift card. Prize is non-refundable, and not eligible for cash equivalence. No prize substitutions or transfer, except at the

sole discretion of the sponsor. Other restrictions apply. Approximate retail value ("ARV") of prize: \$3,000.00. Expenses not specifically mentioned herein are the winner's responsibility.

5. GENERAL RULES: Decisions made by Bashas' are final in all matters relating to this sweepstakes. By participating, entrants agree to abide by and be bound by these Official Rules. All federal, state and local laws and regulations apply. Winner will be solely responsible for paying all applicable federal, state and local taxes on prizes; if applicable winner may receive an IRS Form 1099 for the retail value of the prize. Sponsor is not responsible for lost, late, illegible, mutilated, misdirected or postage-due entries or mail, entries not received in time for the random drawing, faulty machinery or other mechanical error, Thank You Shopper Card scanned incorrectly, or scanner failures or malfunctions. No substitution, cash redemption or transfer of prize permitted, except at Sponsors discretion. If prize is not generally available at sweepstakes end, another prize of equal or greater value will be substituted at Sponsors option. Acceptance of prize offered constitutes permission to use winner's name and/or likeness and/or biographical information for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winner agrees to release, discharge and hold Bashas' Inc., their respective parents, subsidiaries, affiliates, agents and each of their respective directors, officers, employees and assigns, harmless against any and all claims, loss damage or liability, including without limitation claims for personal injury, death and/or property damage arising out of or related to the sweepstakes, the awarding of the prize, or the receipt or use of any prize. Bashas', Inc. is not responsible for any typographical or other error in the printing of the offer, administration of the sweepstakes or in the announcement of the prize.

6. WINNER(S) LIST: For name(s) of prize winner(s), send a self-addressed, stamped envelope before 1/10/10 to Bashas' Vegas VIP Sweepstakes, PO BOX 5235, Peoria, AZ 85385.

7. SPONSOR: Bashas' Inc., P.O. Box 488, Chandler, AZ 85244.

Appendix: Frozen Food Participating Products

- Ben & Jerry's Ice Cream, pint
- Bertolli Meals, 24 oz
- Birds Eye Steamfresh Meals, 24 oz
- Blue Bunny Ice Cream, 1.75 qt
- C&W Vegetables, 12 – 16 oz
- Contessa Meals, 20 – 24 oz
- Fisher Boy Fish or Shrimp, 18 – 24 oz
- FRESCHETTA Pizza or PizzAmoré, 12.6 – 30.88 oz
- Gorton's Breaded Fillets, 11 – 11.4 oz
- Gorton's Grilled Fish Fillets, 6.3 – 7.6 oz
- Gorton's Grilled Shrimp, 8 oz
- Gorton's Family-Size Fish, 14 – 24.5 oz
- Häagen-Dazs Ice Cream, 14 oz
- Jimmy Dean Breakfast Sandwiches, 4 ct
- José Olé Taquitos or Mexi-Minis, 18 – 22.5 oz
- LEAN CUISINE Dinnertime Select Dinners, 12 oz
- LEAN CUISINE Premium Entrées, 6 – 10.87 oz
- LEAN CUISINE Value Classics Entrées, 5 – 11.5 oz
- Mamma Bella Bread or Toast, 12.75 – 14 oz
- McCain Potatoes, 16 – 26 oz
- Morningstar Farms Burgers, Breakfast Products or Snacks, 5.25 – 10.5 oz
- On•Cor Family Entrées, 28oz
- Palermo's Thin Crust Pizza, 13.2 – 32.25 oz
- Pictsweet Steamers or Baby Vegetables, 12 – 14 oz
- Sara Lee Oven Fresh Fruit Pies, 27.31 – 38 oz
- SeaPak Seafood, 8 – 12 oz
- Smart Ones Entrées, 5.28 – 10.5 oz
- Swanson HUNGRY-MAN Dinners, 16 – 18.1 oz
- Tai Pei Oriental Entrées, 7.9 – 14.2 oz
- Tombstone Pizza, 20.5 – 22.85 oz
- Trident Seafood, 11.2 – 12 oz