

## **BASHAS' PEPSI® ARIZONA FALL FRENZY SWEEPSTAKES**

### **OFFICIAL RULES**

#### **NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.**

1. **HERE'S HOW TO ENTER:** Go to your participating Bashas' store and when you buy any three (3) or more products from the makers of Pepsi in the same transaction between August 16, 2010 and September 10, 2010 a message will automatically print out at checkout with text-to-win entry details . Or, to enter without making a purchase, hand print your name, age, street address and day and evening phone numbers on a plain piece of 3 x 5 inch paper. Mail your completed entry to Bashas'/Pepsi Arizona Fall Frenzy Sweepstakes, 4242 E Raymond Street, Phoenix AZ 85040. Limit one entry per person per day. Each entry must be mailed separately in a hand-addressed, stamped envelope. No photocopied or mechanically reproduced entries will be accepted. No responsibility is assumed for lost, late, illegible, incomplete, damaged, misdirected or postage-due entries. All entries must be postmarked no later than September 10, 2010 and received no later than noon on September 13, 2010 to be eligible for the drawing. All entries become the property of Sponsor and will not be acknowledged or returned.
2. **PRIZES:** GRAND PRIZE: Forty-five (45) Grand Prizes will be awarded, each consisting of tickets for (2) two to the Arizona Fall Frenzy Festival on either September 17<sup>th</sup>, 18<sup>th</sup> or 19<sup>th</sup>, 2010 (ticket date selected by sponsor in its sole discretion). Estimated retail value \$120. A parent or guardian must accompany any minor guest at all times. Transportation to and from the Festival, meals, gratuities and other expenses not specifically mentioned herein are the winner's responsibility. No responsibility is assumed by Sponsors for canceled, delayed, suspended or rescheduled event. Sponsor reserves the right to assign seating.
3. **DRAWING:** Prizewinners will be selected in a random drawing from among all eligible entries received. Drawing will be held after noon on or about September 13, 2010 and will be conducted by a representative of Pepsi Beverages Company. All decisions of the judges shall be final. Odds of winning depend upon the number of eligible entries received. All prizes will be awarded.
4. **ELIGIBILITY:** Sweepstakes open to legal US residents of Arizona, 18 years and older only. Employees of Bashas', Luckyman, Riviera Broadcasting, The Pepsi Bottling Group, PepsiCo, Inc., and Pepsi-Cola Company and each of their respective parent companies, subsidiaries, divisions, affiliates, bottlers, distributors, suppliers and advertising, promotional or judging agencies and immediate family members and persons living in the same household of such employees are not eligible to win.
5. **GENERAL TERMS:** No substitution of prize is offered, no transfer of prize to a third party is permitted and non-cash prizes may not be redeemed for cash value. Void wherever prohibited or restricted by law. Sponsor reserves the right to award a prize of equal or greater value in the event the published prize is unavailable. All federal, state and local laws and regulations apply. Prize

recipient 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. No groups, clubs, newsletters or organizations may reproduce or distribute any portion of these Official Rules to its members. All entrants, as a condition of entry, agree to be bound by these Official Rules and the decisions of the Sponsor, which shall be final and binding.

6. **WINNER NOTIFICATION/RELEASES:** Potential winners will be notified by phone and/or mail within one (1) day of the drawing. Prizewinners may be required to claim the prize within two (2) days of date of attempted notification by signing and returning an Affidavit of Eligibility and Liability/Publicity Release. In the event (i) required documents are not returned within two (2) days, (ii) mail is returned as undeliverable mail without a forwarding address, (iii) a telephone notification is not confirmed to Sponsor within twenty-four(24) hours or (iv) winners cannot use tickets on the specified dates, the prize may be forfeited and an alternate winner may be selected from among all remaining entries as time permits. Any portion of any prize not accepted by winners shall be forfeited. Upon forfeiture for any reason stated herein, no compensation shall be given. If applicable, allow 2 to 4 days for delivery of prize following completion of notification process. Prize will only be delivered to an address within Arizona. All winners, by acceptance of a prize, agree to release Bashas', Luckyman, Riviera Broadcasting Pepsi Beverages Company, PepsiCo, Inc. and Pepsi-Cola Company and each of their respective parent companies, subsidiaries, divisions, affiliates, bottlers, suppliers, distributors and advertising, promotional or judging agencies from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership or use of the prize or while preparing for, participating in, and/or traveling to any prize-related activity or any typographical or other error in these Official Rules or in the announcement or offering of any prize. Sponsor makes no representations or warranties of any kind concerning the appearance, performance or safety of any prize awarded. The winner shall bear all risk of loss or damage to prize after it has been delivered. Sponsor reserves the right to cancel or suspend the sweepstakes if it is tampered with or corrupted in any manner and, in the event of cancellation, prizes will be awarded via a random drawing from amongst all eligible entries received as of the date of cancellation. Except where prohibited by law, winners must consent to the use of their name, voice, picture or other likeness without compensation for promotional purposes in all media as determined by Sponsor.
7. **WINNERS' LIST:** For a list of the grand prize winners, send a self-addressed stamped envelope before December 30, 2010 to Bashas' /Pepsi Arizona Fall Frenzy Sweepstakes, 4242 E Raymond Street, Phoenix AZ 85040.
8. **SPONSOR:** Pepsi Beverages Company , 4242 E Raymond Street, Phoenix, AZ 85040.

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