

Because of Hockey Contest

OFFICIAL RULES

NO PURCHASE NECESSARY

OPEN TO LEGAL RESIDENTS OF MASSACHUSETTS, MAINE, NEW HAMPSHIRE, RHODE ISLAND, AND VERMONT 18 YEARS OF AGE AND OLDER ONLY

1. TO ENTER AND PLAY: Promotion begins at 12:00 am Eastern Time ("ET") on February 3, 2017, ends at 11:59 pm ET on March 2, 2017 ("Promotion Period") and consists of four (4) entry periods (each, an "Entry Period") as outlined below:

Entry Period	Start Date at 12:00 a.m. ET	End Date at 11:59 p.m. ET	Mail-In Post Marked By Date	Mail-In Received By Date	Approximate Draw Date
1	February 3, 2017	February 9, 2017	February 9, 2017	February 16, 2017	February 20, 2017
2	February 10, 2017	February 16, 2017	February 16, 2017	February 23, 2017	February 27, 2017
3	February 17, 2017	February 23, 2017	February 23, 2017	March 2, 2017	March 6, 2017
4	February 24, 2017	March 2, 2017	March 2, 2017	March 9, 2017	March 13, 2017

- a. Via Instagram or Twitter:** Follow @StarMarkets or @ShawsSupermarket on Instagram or @Star_Mrkt or @Shaws on Twitter. During the Promotion Period, visit a Shaw's or Star Market and locate the standee of Patrice Bergeron and take a picture of yourself with the standee (your "Photo"). Then, sign into your Instagram or Twitter account ("Account"). Accounts are free. Twitter's Terms of Service (<http://twitter.com/tos>) and Instagram's Terms of Use apply (<http://instagram.com/about/legal/terms/#>). Your Account must be marked as "public" to participate. Message and data rates may apply. Check with your wireless service provider for details on any applicable charges. Entrants are solely responsible for any such wireless charges. Then upload one (1) Photo to either Instagram or Twitter, including the hashtag #BecauseofHockeyContest (your "Submission"). By uploading your Submission, you agree that your Submission conforms to the Photo Guidelines and Content Restrictions as defined below (collectively, the "Guidelines and Restrictions") and that Sponsor, in its sole discretion, may disqualify you from the Promotion if it believes that your Submission fails to conform to the Guidelines and Restrictions. You automatically will receive one (1) entry into the applicable Entry Period drawing. Limit: one (1) original Photo per Instagram or Twitter handle, per person, per day during the Promotion Period. Use of any robotic, automatic, programmed or similar entry method or more than the stated number of entries will void all entries and result in disqualification.

If any individuals other than yourself are mentioned or shown in the Submission, you must have the permission of the individuals (or their parent's or legal guardian's permission if individuals are minors) to use their name or image in the Submission. Proof of such permission may be required at Sponsor's discretion. Entering any Submission further constitutes your consent to grant the Sponsor certain rights in and to the Submission, as described in Section 6, below. Each Submission entered must meet all Submission Guidelines (described below). Entry must be made in your name only, regardless of whether others contributed to or appear in the Submission. Only the person submitting the

entry will be eligible to win a prize. Submissions that are lost, late, incomplete, illegible or corrupted are void and will not be accepted. Submissions that are found to be copies of other Submissions previously entered in the Promotion or to contain content plagiarized from other websites and/or publications will be void and will result in disqualification. Each potential winner may be required to show proof of being an authorized Account holder. For clarity, if multiple individuals appear in the same Photo, that Photo may only be submitted by one entrant.

- b. Mail-in Alternate Method:** To enter without taking a Photo, hand print your full name, physical address, day and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Because of Hockey Contest," c/o HelloWorld, Inc., PO Box: 5029, Department: 829630, Kalamazoo, MI 49003-5029. You will receive one (1) entry into the applicable Entry Period drawing. Limit: One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked by and received by the dates indicated in the table above in Section 1. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant may receive one (1) entry per day during the Promotion Period regardless of method of entry.

2. SUBMISSION GUIDELINES: Submission cannot: (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, or contain or reference nudity or any materially-dangerous activity; (b) promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message; (c) be obscene or offensive or endorse any form of hate or hate group; (d) contain or reference trademarks, logos (except Sponsor's and/or any Promotion Parties as outlined in Rule 3) or trade dress owned by others, or advertise or promote any brand or product (except Sponsor's) of any kind, without permission, or contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses; (e) contain copyrighted materials owned by others without permission; and (f) contain materials embodying the names, likenesses, or other indicia identifying any person, living or dead, without permission.

By entering a Submission you warrant and represent that: (a) it has not been previously published; (b) it has not received previous awards; (c) it does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (d) the other participants depicted in the Submission, if any, have given written consent to its entry into the Promotion and use as contemplated by these Official Rules; and (e) publication of the Submission via various media including Web posting and posting in social media, will not infringe on the rights of any third party. Entrant will indemnify and hold harmless Sponsor, Administrator and Promotion Parties from any claims to the contrary. Any Submission that, in the sole opinion of Sponsor, is deemed to be inappropriate for publication or inclusion in the Promotion for any reason will be disqualified from the Promotion.

3. ELIGIBILITY: Open to legal residents of Massachusetts, Maine, New Hampshire, Rhode Island, and Vermont, who are 18 years of age or older at time of entry, except for employees of Kraft Heinz Foods Company ("Sponsor"), HelloWorld, Inc., ("Administrator"), Star Markets Company, Inc., Shaws Supermarkets, Inc., Delaware North Companies, Inc.-Boston ("DNCB"), National Hockey League Players' Association and its members and Hockey Ventures (Canada) Inc., and their respective parents, affiliates, subsidiaries, and agencies (collectively, "Promotion

Parties”), and each of their respective employees, shareholders, directors, officers, agents, members, successors, and assigns (collectively, the Released Parties”) and members of their immediate family or persons living in the same household. Void where prohibited. Promotion is subject to all applicable federal, state and local laws and regulations.

4. SWEEPSTAKES DRAWINGS: Administrator will randomly select the potential Entry Period winners from all eligible entries received during each Entry Period on or around the dates indicated in the table above in Section 1. Non-winning Entry Period entries will carry over into subsequent Entry Period drawings. Drawings will be conducted by Administrator. Odds of winning a Sweepstakes Prize depend upon number of eligible entries received during the applicable Entry Period. The potential Sweepstakes winners will be notified by direct message on Instagram or Twitter, by email or phone (as applicable) and each potential winner of a prize valued under 600 will be required to provide his/her name, email address, date of birth, and home address (no P.O. boxes) within forty-eight (48) hours of attempted delivery or prize may (at Sponsor’s sole discretion) be forfeited and may be awarded to an alternate winner. Each potential winner of a prize valued at \$600 or greater must execute and return the required Declaration and Release and a W9 tax form within forty-eight (48) hours of attempted delivery or prize may (at Sponsor’s sole discretion) be forfeited and may be awarded to an alternate winner. In the event that a potential winner of a Sweepstakes prize is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings, time permitting, after which the prize will remain unawarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion Period.

5. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"): Sweepstakes Prizes: **Two (2) Entry Period 1 Grand Prizes:** A VIP Patrice Bergeron Experience. ARV: \$1,000. **One (1) Entry Period 1 Second Prize:** A VIP Patrice Bergeron Experience. ARV: \$500. **Two (2) Entry Period 2 Grand Prizes:** A VIP Patrice Bergeron Experience. ARV: \$1,000. **One (1) Entry Period 3 Grand Prize:** A Boston Team Autographed Hockey Stick. ARV: \$150. **One (1) Entry Period 3 First Prize:** A Patrice Bergeron jersey (size and style of jersey determined by Sponsor in its sole discretion). ARV: \$300. **One (1) Entry Period 4 Grand Prize:** A Boston Team Autographed Hockey Stick. ARV: \$150. **One (1) Entry Period 4 First Prize:** A Patrice Bergeron jersey (size and style of jersey determined by Sponsor in its sole discretion). ARV: \$300.

Each winner of a VIP Patrice Bergeron Experience will be required to agree that Sponsor and/or respective agents will be taking video or photographs and/or otherwise record aspects of the winners’ redemption of the prize (“Prize Footage”). Winner agrees that Sponsor shall own the Prize Footage and that Sponsor, and respective designees, assigns and licensees shall have the right to edit, exploit, adapt, distribute, post, create derivative works of, and otherwise use the Prize Footage, in whole or in part, and in combination with other materials, in any manner, for any advertising, promotional, trade, commercial or other purposes in any and all media, now or hereafter devised, worldwide in perpetuity, without further payment or consideration, notification or permission.

For All Prizes: The Promotion Parties are not responsible if the Sweepstakes Prizes are delayed, postponed, cancelled or otherwise unavailable for any reason and winner will not be reimbursed. By accepting any Sweepstakes Prize, winner agrees to abide by these Official Rules and any additional terms, conditions and restrictions that may apply. The Promotion Parties are not responsible if winner does not use elements of the Patrice Bergeron VIP Experience on the day of event. The date and location of the Patrice Bergeron VIP Experience and all features, colors, sizes and details of each Sweepstakes Prize are determined by Sponsor in its sole discretion. Limit: one (1) prize per person/household. No substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute prizes of equal or greater value.

6. GENERAL RULES: All income taxes resulting from acceptance of prizes, if any, are the responsibility of the winners. By entering Promotion, entrants accept and agree to these Official Rules and the decisions of Sponsor and Administrator, which shall be final in all matters. By entering and/or accepting prizes, entrants agree to hold Promotion Parties, Twitter, Instagram, their respective parents, subsidiaries, affiliates, directors, officers, employees and assigns, promotion agencies and agents harmless against any and all claims and liability arising out of participation in the Promotion or any Sweepstakes-related or prize-related activity or use or redemption of prize. Acceptance of prize also constitutes permission to the Promotion Parties to use winner's Submission, name, likeness (and biographical information) for marketing purposes without further compensation or right of approval, unless prohibited by law. Promotion Parties are not responsible for lost or late mail, or for technical, hardware or software malfunctions, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or utilized in this Promotion, or by any human error which may occur in the processing of the entries in this Promotion. If, in the Administrator's opinion, there is any suspected evidence of tampering with any portion of the promotion, or if technical difficulties compromise the integrity of the Promotion, the Administrator reserves the right to modify or terminate the Promotion in a manner deemed reasonable by the Administrator, at the Administrator's sole discretion. If terminated, prize will be awarded in a random drawing using all non-suspect entries as of the date of termination. In the event a dispute arises as to the identity of a potentially winning online entrant, entries made by internet will be declared made by the name on the entry.

7. WAIVER: By participating in this Promotion, participants waive all rights to claim punitive, incidental and consequential damages, attorneys' fees or any damages other than actual out-of-pocket costs incurred to enter. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of the entrant and 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 (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

8. WINNERS' LIST: For a winner list, visit <http://bit.ly/2j18A0u>. The winner list will be posted after winner confirmation is complete.

9. RULES: These Official Rules are also available on BecauseOfHockey.com.

SPONSOR: Kraft Heinz Foods Company, 200 E Randolph, Chicago, IL 60601.

PROMOTION ADMINISTRATOR: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

Copyright © 2017 Kraft Foods © H.J. Heinz Company Brands LLC.