

SWEEPSTAKES OFFICIAL RULES

- 1. Introduction:** NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE, OR PARTICIPATION IN A SURVEY, WILL NOT INCREASE THE CHANCES OR ODDS OF WINNING. The Whole Foods Market Survey Sweepstakes (the "Sweepstakes") are sponsored by Whole Foods Market (the "Sponsor") and administered by Ipsos-Insight, LLC (the "Administrator"). THE SWEEPSTAKES ARE VOID WHERE PROHIBITED BY LAW. THE SWEEPSTAKES SHALL BE SUBJECT TO THESE OFFICAL RULES AND BY ENTERING ALL ENTRANTS AGREE TO BE BOUND BY THESE TERMS AND CONDITIONS.
- 2. Eligibility:** The Sweepstakes are open only to legal residents of the United States (excluding residents of Puerto Rico, all United States territories and possessions and oversees military installations). LIMIT ONE ENTRY PER PERSON PER MONTH. Multiple entries within one month's time will be disqualified. Members, managers, shareholders, directors, officers, and employees of the Administrator and the Sponsor and each of its parent organization(s), subsidiaries, affiliated companies and agents, and each of their respective immediate family (defined as parents, spouse, children, siblings and grandparents), and all individuals with whom such individuals or parties live, whether or not related, are NOT ELIGIBLE TO ENTER THE SWEEPSTAKES OR WIN.
- 3. Timing:** One sweepstakes will be held within the first week of each month, to select the winners for the previous month. The entry period for each month will begin on the first day of the month at 12:00 AM MT, and will end on the last day of the month at 11:59 PM MT. (the "Sweepstakes Entry Period"). ALL ENTRIES RECEIVED AFTER THE END OF THE SWEEPSTAKES ENTRY PERIOD WILL BE DEEMED INVALID, DISQUALIFIED AND NULL, VOID AND OF NO EFFECT. The Sweepstakes will continue until December 31, 2020, or until the Sweepstakes are terminated by the Administrator at any time in their sole discretion upon ten (10) days-notice.
- 4. How to Enter:** You will be automatically entered into the monthly Sweepstakes upon your completion of a survey and by providing your contact information (name, telephone number and email address). You may also enter the sweepstakes without making a purchase at Whole Foods Market or completing the survey related to a Whole Foods Market purchase experience by clicking this link or visiting the URL and following the instructions for entry. Please complete all required fields to earn one entry into the Sweepstakes per month.
- 5. Drawing:** The Administrator will randomly select potential winners from the pool of eligible entrants within seven days of the sweepstakes monthly entry period end date. The winners must comply with all terms and conditions set forth in these Official Rules in order to receive the Prizes (as defined herein), and winning is based solely upon fulfilling all such requirements. All entries received during the Sweepstakes Entry Period are eligible for the drawing. The Administrator, whose decisions are final and binding in all matters relating to the Sweepstakes, will conduct the drawing on or about the conclusion of each month. THE ODDS OF WINNING DEPEND ON THE NUMBER OF ELIGIBLE ENTRIES RECEIVED. Potential winners will be notified by e-mail, regular mail, or telephone within thirty (30) days of the drawing. If a potential winner cannot be contacted within fourteen (14) days after the first attempt to contact such potential winner has been made, an alternate winner will be selected from all of the remaining eligible entries. Any confirmation provided by the potential winner after this fourteen (14) day period will not be considered valid, and the prize will be forfeited to the next eligible potential winner. The Prizes will be mailed within six (6) weeks after the winners return any required documentation.

6. Monthly Prize: The following Prize will be awarded:

Five winners will each receive a \$250 Whole Foods Market gift certificate (the "Prizes").

The approximate retail value of each Prize is \$250.00. The Prizes are not transferable and must be accepted as awarded. If a winner chooses to contribute a Prize to charity the winner will only be able to do so after the winner receives the Prize. No cash or other substitution can be made for a Prize, except by the Administrator in the event that a Prize cannot be awarded for any reason, in which case, the Administrator will award a prize of comparable value. All taxes, fees and surcharges on prizes are the sole responsibility of the winner. ADMINISTRATOR WILL NOT REPLACE ANY LOST, MISPLACED, OR STOLEN PRIZE.

- 7. Other Terms and Conditions:** The potential winners may be required to sign and return an Affidavit of Eligibility, Liability Release, and a Publicity Release, within fourteen (14) days of notification. If so requested, in the event that a potential winner fails to return said documents within said fourteen (14) day period, the potential winner will be disqualified and another winner will be randomly selected in the place of the disqualified person. Decisions are final. If any prize or prize notification is returned as non-deliverable, the potential winner will be disqualified and another potential winner will be randomly selected. BY ENTERING THE SWEEPSTAKES, EACH ENTRANT AGREES THAT THE ADMINISTRATOR AND SPONSOR, AND EACH OF ITS PARENT ORGANIZATIONS, SUBSIDIARIES, AFFILIATES, ADVERTISING AND PROMOTION AGENCIES, AND ALL OF THEIR RESPECTIVE MEMBERS, MANAGERS, SHAREHOLDERS, OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS (EACH A "RELEASEE" AND COLLECTIVELY THE "RELEASEES"), WILL HAVE NO LIABILITY WHATSOEVER FOR, AND HEREBY RELEASES EACH RELEASEE FROM, ANY LIABILITY FOR ANY INJURY, LOSS OR DAMAGES OF ANY KIND, INCLUDING WITHOUT LIMITATION CLAIMS FOR PERSONAL INJURY, DEATH, AND/OR PROPERTY DAMAGE, DUE IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF THE PRIZES AND/OR THE ENTRY OR PARTICIPATION IN THE SWEEPSTAKES. These Official Rules subject to all federal, state and local laws. Void where prohibited.
- 8. Miscellaneous:** All entries become the sole property of Administrator and none will be acknowledged or returned. In the event of a dispute, the Administrator's decision is final. Administrator reserves the right in its sole discretion, to disqualify any individual who tampers with the entry process. Administrator assumes no responsibility for any error, omission, interruption, deletion, defect, communications failure, theft or destruction or unauthorized access to, or alteration of, entries. Administrator is not responsible for late, lost, illegible, incomplete, stolen, or misdirected entries. If for any reason the Sweepstakes is not capable of running as planned, or if the Sweepstakes or any website associated therewith (or any portion thereof) becomes corrupted or does not allow the proper playing of the Sweepstakes and processing of entries in accordance with these Official Rules, or if infection by computer virus, bugs, tampering, unauthorized intervention, actions of entrants, fraud, technical failures or any other causes, in the Administrator's sole opinion, corrupts or affects the administration, security, fairness, integrity or proper conduct of the Sweepstakes, the Administrator reserves the right, in the Administrator's sole discretion, to cancel, terminate, modify, or suspend the Sweepstakes or any portion thereof.

- 9. Governing Law:** This Sweepstakes, these official rules and any and all disputes arising out of, or related to, this Sweepstakes shall be governed by and construed in accordance with the laws of the State of New York.
- 10. Privacy:** Any personal information collected from entrants registering or entering the Sweepstakes shall be used only in a manner consistent with these Official Rules and with the Sponsor's Privacy Notice, which can be found at <https://www.wholefoodsmarket.com/privacy-notice>
- 11. Name of Prize Winner:** You may obtain the name of the Prize winners by mailing a written request within 30 days of the end of the Sweepstakes monthly entry period to:

Ipsos-Insight, LLC
ATTN: Whole Foods Sweepstakes
222 S. Riverside Plaza
Chicago, IL 60606