

OFFICIAL RULES
2012 "Return To School" Sweepstakes
(the "Sweepstakes")

NO PURCHASE NECESSARY TO ENTER. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Void where prohibited. By participating, you agree to abide by these Official Rules and the decisions of the judges and/or Sponsor, which are binding and final on matters relating to this Sweepstakes. Sweepstakes is subject to all applicable federal, state and local laws.

SPONSOR. General Mills Sales, Inc., One General Mills Boulevard, Minneapolis, Minnesota 55440.

ADMINISTRATOR. Leader Enterprises Inc., 1775 Woodstock Road, Suite 200, Roswell, GA 30075.

1. **ELIGIBILITY.** Open only to those who are legal residents of Alabama, Florida, Georgia, South Carolina and Tennessee who are the age of majority in their state of residence (18, except Alabama 19) and currently reside in one of such states. Employees (and their immediate families (parent, child, spouse or sibling and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related) of Sponsor, Administrator, Publix Super Market, Inc., any prize providers, and their respective parents, affiliates, subsidiaries and advertising and promotion agencies are not eligible to enter.

2. **SWEEPSTAKES ENTRY PERIOD/HOW TO ENTER.** One entry per person. Remember you must be at least (18, except Alabama 19) to enter. Enter between 12:01 a.m. Eastern Time ("ET") on January 12, 2012 and 11:59 p.m. ET on February 28, 2012 (the "Entry Period") via:

- A. Online: Visit clickcallmail.com (the "Website") and complete an official entry form as directed on line. Entries must be received by 11:59 p.m. ET on February 28, 2012 to be eligible.
- B. 1-800 Number: Call the General Mills Promotion Hotline @ 1-800-627-6059 and leave a message including your complete name, daytime telephone number and zip code. Entries must be received by 11:59 p.m. ET on February 28, 2012 to be eligible.
- C. Regular Mail: Complete an official entry form available at your neighborhood Publix Super Market and send it by regular mail to: 2012 "Return To School" Sweepstakes, P.O. Box 43264 Atlanta, Georgia 30336. Each mailed entry must be mailed separately. No copies, overnight mail, faxed or mechanical reproductions of entries will be accepted. All entries sent via regular mail must be postmarked no later than February 28, 2012 and received by March 6, 2012.

In the event of a dispute regarding entries received from multiple users having the same account, the authorized subscriber of the account at the time of entry will be deemed to be the entrant and must comply with these rules. Authorized subscriber is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP) or Telephone Service Provider (TSP) or any other provider or other organization responsible for assigning accounts. Limit one (1) entry per household regardless of the method of entry. Entries received from any person in excess of the stated limitation will be void. Entries generated by script, macro or other automated means or by overnight, facsimile or any means which subvert the entry process are void. All entries become the property of Sponsor and will not be acknowledged or returned.

3. **OWNERSHIP/USE OF ALL ENTRIES:** By submitting an Entry, each entrant hereby grants to Sponsor, and to its licensees, successors and assigns, and any person or entity acting on its behalf, the irrevocable right and license to use, publish, display, modify, edit, transmit and distribute the Entry, including, without limitation, the names and likenesses of any persons or locations embodied therein, in any and all media now known or hereafter devised, worldwide, in perpetuity for purposes without compensation, permission or notification to entrant or any third party.

4. **ODDS/DRAWING/WINNER NOTIFICATION.** One (1) potential Grand Prize winner and twenty-five (25) potential First Prize winners will be selected from each of the Publix Divisions (defined herein) on or about March 31, 2012. The “Publix Divisions” shall include Atlanta, GA, Lakeland, FL, Jacksonville, FL and Miami, FL. Odds of winning are based on the total number of entries received within each of the Publix Divisions. Approximately 450,000 official entry forms will be printed. Prizes are non-transferable. Potential winners will be notified by telephone and mail and may at the sole discretion of the Sponsor be required to execute and return an Affidavit of Eligibility and Release and, where lawful, a publicity release (collectively the “Releases”) within fourteen (14) days of the date of issuance. If a potential winner is considered a minor in his/her state of residence, he/she must have a parent or legal guardian executes such documents on his/her behalf. If such documents are not returned within the specified time period, prize notification is returned as undeliverable, or potential winner is not in compliance with these requirements, the prize will be forfeited and, at Sponsor’s discretion, an alternate winner selected.

5. **PRIZE.** One (1) Grand Prize winners’ schools from each of the Publix Divisions will each receive one hundred thousand (100,000) Bonus Box Tops. Twenty-five (25) First Prize winners’ schools from each of the Publix Divisions will each receive one thousand (1,000) Bonus Box Tops. Approximate Retail Value (“ARV”) of all prizing is \$50,000. The prize is awarded “as is” with no warranty or guarantee, either express or implied by Sponsor. Visit www.boxtopsforeducation.com for specifics on the Box Tops For Education program. Winner may not substitute, assign or transfer the prize or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute the prize with one of comparable or greater value. All taxes will be the responsibility of the winner’s BTFE School, if applicable. Any and all other costs incurred in claiming or using any of the prizes, is solely the responsibility of the prize winner. All prize details are at Sponsor’s sole discretion. Limit one (1) prize per household. No prize substitution or cash equivalent of prize, except at sponsor’s sole discretion, and then only for a prize of equal or greater value.

6. **PUBLICITY GRANT.** By acceptance of prize, except where legally prohibited, you grant permission for Sponsor and its designees to use your name, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval.

7. **GENERAL CONDITIONS.** Released Parties (as defined below) are not responsible for any of the following as they are related to, utilized or in connection with or resulting from participation in the Sweepstakes: (i) lost, late, illegible, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, postage due or garbled Entries for whatever cause; (ii) errors whether human, mechanical, electronic, computer, network, typographical, printing or otherwise, (iii) incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming, (iv) lost, interrupted or unavailable network, server, ISP or TSP, website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind, and (v) injury or damage to any participants' or to any other person's computer or phone from downloading materials from or use of the Website. Persons who tamper with or abuse any aspect of the Sweepstakes or Website or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Sponsor shall have the right to cancel or modify the Sweepstakes when and if it feels it's necessary in its sole discretion. In addition, should any portion of the Sweepstakes be, in Sponsor's sole opinion, compromised in any way, including but not limited to virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of Entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes and, if terminated, at its discretion, select the potential winner from all eligible, non-suspect Entries received prior to action taken using the judging procedure outlined above.

By participating, you agree that Sponsor, Administrator, Publix Super Market, Inc., and any other prize provider, and their respective parents, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") will have no liability whatsoever for, and shall be held harmless by you against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in the Sweepstakes.

8. **APPLICABLE LAWS AND JURISDICTION.** This Sweepstakes is subject to all applicable federal, state, and local laws and regulations. Issues concerning the construction, validity, interpretation and enforceability of these Official Rules shall be governed by the laws of the State of Minnesota, without regard to any principles of conflict of laws. All disputes arising out of or connected with this Sweepstakes will be resolved individually, and without resort to class action, exclusively by a state or federal court located in Minneapolis, Minnesota. Should there be a conflict between the laws of the State of Minnesota and any other laws, the conflict will be resolved in favor of the laws of the State of Minnesota. To the extent permitted by applicable law, all judgments or awards shall be limited to actual out-of-pocket damages (excluding attorneys' fees) associated with participation in this Sweepstakes and shall not include any indirect, punitive, incidental and/or consequential damages.

9. **SEVERABILITY:** If any provision(s) of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

10. **ENTRANT INFORMATION:** The information you provide will only be collected in accordance with Sponsor's privacy policies available at http://www.generalmills.com/Privacy_Policy.aspx

11. **WINNER'S NAME.** For the name of the winner (available after June 14, 2012), send a self-addressed stamped envelope to: 2012 "Return To School" Sweepstakes, 1775 Woodstock Road, Suite 200, Roswell, GA 30075, for receipt no later than June 14, 2012.

Abbreviated Rules

ABBREVIATED RULES for TV and Radio

NO PURCHASE NECESSARY. Open to legal residents of Alabama, Florida, Georgia, South Carolina and Tennessee 18 years of age or older. [VOID WHERE PROHIBITED.](#) Sweepstakes ends 2/28/12. For Official Rules, and complete details, visit www.clickcallmail.com. Sponsor: General Mills Sales, Inc., One General Mills Boulevard, Minneapolis, Minnesota 55440.

ABBREVIATED RULES for Print

NO PURCHASE NECESSARY. One entry per person. A purchase will not increase your chances of winning. Open to legal residents of Alabama, Florida, Georgia, South Carolina and Tennessee 18 years of age or older. [VOID WHERE PROHIBITED.](#) Sweepstakes ends 2/28/12. For Official Rules, prize descriptions and odds disclosure, visit www.clickcallmail.com. Sponsor: General Mills Sales, Inc., One General Mills Boulevard, Minneapolis, Minnesota 55440.

Abbreviated rules for online Ads – Banner

NO PURCHASE NECESSARY. Ends 2/28/12. To enter and for Official Rules, visit www.clickcallmail.com.

Abbreviated Rules for online Ads – Not a Banner

NO PURCHASE NECESSARY. One entry per person. Open to legal residents of Alabama, Florida, Georgia, South Carolina and Tennessee 18 years of age or older. Ends 2/28/12. To enter and for Official Rules, including odds, and prize descriptions, visit www.clickcallmail.com. Void where prohibited. Sponsor: General Mills Sales, Inc., One General Mills Boulevard, Minneapolis, Minnesota 55440.