

*Pepsi® Independence Day Fireworks*  
*Presented by Food City*  
*Food City Grocery Giveaway*  
**Official Rules**

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. MULTIPLE ENTRY DEADLINES APPLY.

**CONCEPT:** Contestants will play for a chance to become one of twenty-four (24) Finalists, then one of three Grand Prize Winners in the *Food City Grocery Giveaway*. On July 4, 2009, all contest Finalists will assemble at Freedom Hall in Johnson City, Tennessee, to play a "Pepsi Game" to see which Finalists will win the Grand Prize of a \$3,500 Food City Gift Card.

**SPONSORS:** The Sponsors of the *Food City Grocery Giveaway* are Bristol Broadcasting Company, Inc. (WXBQ), Freedom Hall Civic Center (City of Johnson City), News Channel 11 (WJHL-TV). Promotional Partners are *The Johnson City Press*, The Pepsi Bottling Group, K-VA-T Food Stores, Inc. (Food City) and Dixie Stampede.

**CONTEST PERIOD:** The *Food City Grocery Giveaway* will begin on June 1, 2009, and will end when the Grand Prize Winners are declared (See "Contest Finale" below) on July 4, 2009.

**ELIGIBILITY:** No purchase is necessary to enter the contest and win. The contest is open to all legal United States residents, age 18 or older, who reside in Tennessee, Virginia or Kentucky. To participate in *Food City Grocery Giveaway*, an individual must be the holder of a valid government issued photo ID (i.e. driver's license or other government issued ID.) Employees of The Pepsi Bottling Group, PepsiCo Inc., Pepsi-Cola Company, K-VA-T Food Stores, Inc., Bristol Broadcasting Company, Inc., Freedom Hall Civic Center (City of Johnson City), News Channel 11 (WJHL-TV), *The Johnson City Press*, and Dixie Stampede; employees of subsidiary and affiliated companies of the foregoing entities and their respective advertising and promotion agencies; and the members of the immediate families or households of such individuals are not eligible. Owners, directors, and management employees of business entities of whatsoever nature that are engaged in the same or substantially the same types of business as is either of the Sponsors as named above, the Promotional Partners and the members of the immediate families or households of such individuals are not eligible. Only one member of an immediate family or household may be qualified to participate in the *Contest Finale* (as described below). Upon the qualifying of one member of an immediate family or household by any of the methods by which contestants are qualified, all other members of his/her immediate family or household become ineligible to participate in the *Food City Grocery Giveaway Contest Finale*. For the purpose of these rules an individual's immediate family members include (as applicable) his/her mother, father, son, daughter, brother, sister, step-mother, step-father, step-son, step-daughter, step-brother, and step-sister. Members of an individual's household include all persons who reside in the same house (or have the same home address) as the individual. Void where prohibited.

**ENTRY:** Eligible individuals wishing to enter the *Food City Grocery Giveaway* may do so in one of four ways: **(1)** Individuals may tune to WXBQ (96.9 mHz) during the Contest Period for announced opportunities to participate in Qualifying Contests. Qualifying Contests may be aired at any time during the Contest Period. During each on-air Qualifying Contests, listeners will be asked to be a designated caller on the WXBQ Listener Line (1-800-332-3697) after a specific sounder is aired. The Designated Caller, subject to all the contest restrictions and eligibility

requirements, will instantly become qualified and entered in the *Finalists Drawing* for a chance to become a Finalist to compete in the *Food City Grocery Giveaway Contest Finale*. Approximately 40 contests will be aired on WXBQ during the Contest Period. **(2)** Individuals may attend specific pre-announced live WXBQ live remote broadcasts at selected Food City locations to register. Individuals may tune to WXBQ (at 96.9 MHz) to hear announcements detailing the locations and times of these live remote broadcasts. One or more such live remote broadcasts may be staged each week during the Contest Period. At the conclusion of each of these selected live remote broadcasts, one name will be drawn at random from all the entries from that live remote broadcast. Each name drawn in this manner will be entered in the *Finalists Drawing* for a chance to become a Finalist to compete in *Food City Grocery Giveaway Contest Finale*. Each person whose name is drawn must meet all contest eligibility requirement to be selected as a qualifier. If a name is drawn and that person fails to meet eligibility requirements, additional names may be drawn until a contestant is qualified for the *Finalists Drawing*. Approximately 8 individuals will be qualified for the finalist drawing in this manner. To enter at a live remote broadcast, participants must hand-print their name, address, street address and daytime phone number n an official entry form or a plain piece of 3'x5' piece of paper. Participants must then deposit the completed entry into the ballot boxes located at the live broadcast remote. Limit one entry per person per broadcast remote event. No photocopied or mechanically reproduced entries will be accepted. No responsibility is assumed for lost, later, illegible, incomplete, damaged or misdirected entries. All entries must be deposited/received no later than the end of each live broadcast remote event. All entries become the property of the Sponsors and will not be acknowledged or returned. **(3)** Individuals may enter through participating Food City Stores. Individuals are automatically entered into the promotion when they use their ValuCard to purchase any two (2) Pepsi brand 24oz 6-Packs and/or Lipton brand 12.9oz 12-packs at any participating Food City location starting at 12:01am on June 1, 2009 and ending at 11:59pm on June 27, 2009. Individuals may apply for a Food City ValuCard by filling out an official application form available at participating Food City Stores. No purchase is necessary to obtain a Food City ValuCard. After the ValuCard registration is complete, one entry will automatically be electronically entered for the contestant into the *Food City Registration Pool* for each shopping visit between June 1, 2009, and June 27, 2009, at any participating Food City Stores during which the contestant uses his/her Food City ValuCard to purchase any Pepsi product(s). Limit one entry per shopping trip regardless of the number of qualifying products purchased during the single shopping trip. The Sponsors (including Food City) as listed above assume no responsibility for electronic, network, computer/scanner failures, or malfunctions, or for cards scanned incorrectly, or other technical, mechanical, electronic or human errors of any kind in the automatic entry process. Alternatively, contestants may hand print in ink on a 3x5 card or on an Official Food City Sweepstakes Entry Form available at participating Food City Stores (while supplies last) their name, address, age, daytime and evening phone numbers and mail with postage affixed to: Fireworks Celebration Sweepstakes, P.O. Box 129 Abingdon, VA 24212. Limit one entry per stamped envelope. All entries must be hand written. No mass or mechanically reproduced entries accepted. All mail-in entries must be postmarked by June 27, 2009, and received by July 1, 2009. Improper, incomplete, mutilated, illegible or mechanically reproduced entries will be disqualified. The Sponsors (including Food City) as listed above assume no responsibility for lost, late, damaged, delayed, postage-due or misdirected mail-in entries. Entries submitted in this manner become the property of Food City Stores and will not be returned. All entries received by this mail-in method will be combined with all the entries entered by the electronic method in the *Food City Registration Pool*. On or about June 27, 2009, a total of 47 names will be drawn at random from all of the entries in the *Food City Registration Pool*. Each name drawn in this manner will be entered in the *Finalists Drawing* for a chance to become a Finalist to compete in the *Food City Grocery Giveaway Contest Finale*. Each person whose name is drawn must meet all contest eligibility requirement to be selected as a qualifier. If a name is drawn and that person fails to meet eligibility requirements, additional names may be drawn until a contestant is qualified for the *Finalists Drawing*. **(4)** During a WXBQ live remote broadcast at Freedom Hall in Johnson City, Tennessee, on Saturday, July 4, 2009,

between 5:00 pm and 7:00 pm (Eastern Daylight Time) individuals may register for a chance to be a "last minute Finalist". At approximately 7:00 pm, one name will be drawn at random from all the entries received during this "last minute" registration period to become a Finalist and compete in the *Contest Finale*. The person whose name is drawn must meet all contest eligibility requirement and must be present at Freedom Hall at the time of the drawing to be selected as a Finalist. If a name is drawn and that person fails to meet eligibility requirements or is not present at Freedom Hall, additional names will be drawn until a contestant is qualified as a Finalist

**FINALISTS DRAWING:** On or about July 1, 2009, a random drawing will be conducted to determine the 24 Finalists who will be eligible to participate in the Contest Finale. The drawing will be conducted by a representative of the Sponsor whose decisions shall be final.

**NOTIFICATION OF FINALISTS:** Telephone calls to notify each person who has been designated as a Finalist about particulars of the *Food City Grocery Giveaway Contest Finale* will be placed before July 1, 2009, at 5:00 pm. These calls will be placed to the telephone number each contestant supplied on his/her entry form or on file with the Food City ValuCard application. In cases where there is no answer when a number is called, two additional attempts to reach the party will be made. If the party being called has an answering service or device or if a third party answers the phone, a message relaying pertinent notification details will be left. The names of each of the Finalists will also be announced on WXBQ radio and posted on the WXBQ website ([www.wxbq.com](http://www.wxbq.com)) on Wednesday, July 1, 2009. Reasonable and diligent efforts as described above will be made to notify each Finalist, however the Sponsors and Promotional Partners assume no responsibility for technical, electronic, telephone congestion, hardware, software or network, computer or data transmission errors, malfunctions or difficulties of any kind. Any individual who has been qualified as Finalist by any of the methods by which contestants are qualified and who has not received a notification telephone call by 5:00 pm on July, 1, 2009, may call the WXBQ Promotions Department at 276-669-8112 between 9:00 am and 5:00 pm on July 2, 2009, for particulars of the *Food City Grocery Giveaway Contest Finale*.

**CONTEST FINALE:** All of the Finalists will assemble at Freedom Hall Civic Center in Johnson City, Tennessee, on Saturday, July 4, 2009, at 7:30 pm, where the *Contest Finale* will be conducted. All Finalists must be present at Freedom Hall Civic Center to participate in the *Contest Finale*. Any Finalist who has not signed in at the WXBQ signup location at Freedom Hall before 8:00 pm eastern daylight time on July 4, 2009, will forfeit his/her place in the *Food City Grocery Giveaway Contest Finale*. The *Contest Finale* will begin at approximately 8:30 pm and will conclude at approximately 10:00 pm or earlier when three Grand Prize Winners have been announced. Transportation to and from the event and any other expenses related to attendance at the Contest Finale are solely the responsibility of the Finalists.

Judges, whose decisions shall be final, will be chosen by WXBQ to administer and referee the *Contest Finale*. During the *Contest Finale*, the Finalists will participate in a game to determine which contestants will become the Grand Prize Winner and the First and Second Runners-up. Detailed rules and instructions regarding the playing of the game will be explained and given to the Finalists at the time of *Contest Finale*.

The Finalists must follow all contest rules and the directions given to them by the Judges at all times during the *Contest Finale* Period. Any Finalist who breaks any of the rules or fails to follow instructions given to him/her by the Judges may (at the sole discretion of the Judges) be disqualified and expelled from the contest. Finalists are prohibited from any manner of contact that would inflict bodily harm or discomfort to other contestant or to any personnel connected with the contest.

**GRAND PRIZE:** Three Grand Prizes will be awarded at the Contest Finale, each consisting of a Food City Gift Card, good for \$3500 in purchases from Food City stores.

Payment of all federal, state, and local taxes and fees (including sales and income taxes) associated with the acceptance and/or use of the Grand Prizes are solely the responsibility of the winners. No substitution of prizes by a prize winner is permitted. No transfer of a prize to a third party is permitted and non-cash prizes may not be redeemed for cash value.

The Grand Prize Winners must provide a valid, government issued photo ID and may be required to sign an IRS Form W-9 or equivalent, an affidavit of eligibility, a publicity release (except in TN and where prohibited), and a general statement releasing the Sponsors and Promotional Partners from liability prior to taking possession of the prizes. Noncompliance by a potential winner will result in disqualification and an alternate winner will be selected.

**FINALIST PRIZES:** A Finalist Prize of nominal value will be awarded to each contestant who qualifies as a Finalist in the *Food City Grocery Giveaway*. These Qualifying Prizes may be picked up at the offices of WXBQ at 901 East Valley Drive in Bristol, Virginia, during normal business hours (Monday-Friday 9:00 am to 5:00 pm). Any prize not claimed by July 31, 2009, shall be forfeited and shall become the property of WXBQ (Bristol Broadcasting Company, Inc.).

**PUBLICITY RELEASE:** Except in TN and where prohibited by law, participating in the *Food City Grocery Giveaway*, Finalists consent to the use of their names, voices, photographs or likeness for advertising or publicity purposes related to this or similar promotions without compensation. During the Contest Period, contestants may be asked to interact live on-air with WXBQ air personalities. Contestants, by entering or participating in the *Food City Grocery Giveaway*, grant permission without further notice for WXBQ to air, either live or by tape delay, any telephone conversation(s) related to the sweepstakes by and between the contestant and 96.9 WXBQ air personalities.

**GENERAL:** By participating, entrants agree, on behalf of themselves, their executors, assigns and heirs, (a) to abide by all the Official Rules and the decisions of the Sponsors/Judges as named above which shall be final in all matters relating to the *Food City Grocery Giveaway*; (b) release and hold harmless the Sponsors as named above, Promotional Partners, their parent, subsidiary and affiliated companies and their respective directors, officers and employees 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 any prize or while preparing for, participating in, and/or traveling to any prize-related or contest-related activity associated in any manner whatsoever with the *Food City Grocery Giveaway*; and (c) that none of the foregoing entities are responsible for damaged, late, lost, incomplete, stolen, illegible, or misdirected entries or communications.

The prize winners, by accepting a prize, acknowledges that the Sponsors and Promotional Partners have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the prize.

Sponsors reserve the right in their sole discretion to modify or discontinue the *Food City Grocery Giveaway* at any time with notice in the event technical or human error or other circumstance corrupt its conduct or operation; and in the event of such cancellation to award the prizes by an alternate method.

Sponsors are not responsible for typographical or other errors in the printing, the offering or the administration of the contest, or in the announcement of the prize.

Odds of winning depend upon the number of eligible entries received by any of the entry methods.

The *96.9 WXBQ General Contests and Prize Policies* as posted on the WXBQ website ([www.wxbq.com](http://www.wxbq.com)) are incorporated herein by reference and shall apply where appropriate to the *Food City Grocery Giveaway*.

**WINNERS LIST:** For the names of the Grand Prize Winners, mail a self-addressed stamped envelope to the following. Request must be received by July 31, 2009

Winner Names - *Food City Grocery Giveaway*  
Bristol Broadcasting Company, Inc.  
P. O. Box 1389  
Bristol, Virginia 24203