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**Official Rules For the Sendik's Wisconsin Destinations Giveaways**

No purchase necessary. The Sendik's "Wisconsin Destinations" series of giveaways (the "Promotion") runs from April 27, 2016 through May 3, 2016. The Promotion consists of seven (7) discrete giveaways, one for each of the below listed trips to a Wisconsin destination. Participants can sign up to enter a particular trip giveaway by submitting a completed entry application on the Sendik's Facebook page (at <https://www.facebook.com/sendiks/>). One entry per person per day. The sole prize for each giveaway is a trip to the corresponding Wisconsin destination for the winner and one (1) guest, as set forth below:

<b><u>Wisconsin Destination Trip Giveaways</u></b>	<b><u>Trip Duration</u></b>	<b><u>Other details</u></b>	<b><u>Verifiable Retail Value</u></b>
Elkhart Lake Trip Giveaway	8 days, 7 nights	7 night stay at the Osthoff Resort. Trip is only available for the dates of August 26, 2016-September 2, 2016.	\$2,150
Northwoods Fishing Trip Giveaway	1 day, 0 nights	This trip includes a one day long fishing trip and a feature on John Gillespie's Wisconsin's Waters & Woods television show. The winner and his or her guest may be required to sign a publicity release or other agreement with the television show producers. Winner will also receive a 1 year supply of Johnsonville brats, subject to the show's and/or Johnsonville's terms and conditions.	\$65.88
New Glarus & Prairie du Sac Trip Giveaway	3 days, 2 nights	2 night stay at hotel selected by Sendik's. Includes a tour of the New Glarus Brewing Company in New Glarus, WI and the Wollersheim Winery in Prairie du Sac, WI and a	\$1,000

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		\$500 VISA gift card. The gift card is subject to the standard gift card agreement and other terms and conditions.	
Downtown Milwaukee Trip Giveaway	2 days, 1 night	1 night stay at the Pfister Hotel. Includes a \$250 gift card to Mason Street Grill Restaurant in Milwaukee, WI.	\$500
Door County Trip Giveaway	5 days, 4 nights	4 night stay at Westwood Shores Waterfront Resort in Sturgeon Bay, WI. Includes a \$100 gift card to Wilson's Restaurant in Ephraim, WI, a trolley tour and dinner at Pelletier's Restaurant & Fish Boil in Fish Creek, WI.	\$1,406
Wisconsin Dells Trip Giveaway	See "other details"	Prize consists of a \$1,500 Wisconsin Dells gift card (see details at <a href="http://www.wisdells.com/wisconsin-dells-family-vacation/gift-cards.htm">http://www.wisdells.com/wisconsin-dells-family-vacation/gift-cards.htm</a> ). The gift card is subject to the gift card's standard agreement and other terms and conditions. Winner may use the gift card to plan and book their own trip to the Wisconsin Dells. The planning and booking for this trip is the responsibility of the winner (i.e., this trip does not need to be booked with Fox World Travel and does not need to be completed by April 30, 2017.)	\$1,500
Lake Geneva Trip Giveaway	5 days, 4 nights	4 night stay at Grand Geneva Resort & Spa. Includes a Lake Geneva sunset cruise and a \$200 spa gift certificate.	\$1,534

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Winners for each of the giveaways will be chosen randomly by a computer generated selection. The odds of winning a particular giveaway depend on the number of eligible entries received. The winner must book the trip with Sendik's travel agent, Fox World Travel, by July 31, 2016 (except for the Wisconsin Dells trip, see the table above). Each trip must be completed by April 30, 2017 (except for the Wisconsin Dells trip, see the table above). Trip dates and hotel accommodations are subject to availability and the standard restrictions and terms of Fox World Travel, which may include, without limitation, certain restrictions and limitation on availability over holidays. The verifiable retail value for each of the prizes is set forth in the table above, and the aggregate verifiable retail value of all of the prizes is \$8,155.88. Sendik's reserves the right to substitute prizes of equal or greater value. Winners are solely responsible for any and all additional costs relating to the prizes not specifically stated herein. **ALL TAXES AND FEES ARE THE SOLE RESPONSIBILITY OF THE WINNER.** Winners and their guests will be required to sign an affidavit of eligibility and/or release of liability and publicity before being awarded a prize. Winners will be notified by e-mail on or around May 4, 2016. Winners forfeit a prize that is not claimed within 7 days. After 7 days, Sendik's will select another winner for an unclaimed prize. Sendik's employees and their immediate family members are not eligible to enter or win. Must be a Wisconsin resident and 18 years old to enter and win. Sendik's Food Markets reserves – and by entering the Promotion, winners grant Sendik's Food Markets – the right to use the winner's name for commercial and promotional purposes. By entering, participants agree to these rules and the decisions of Sendik's Food Markets, which are final. Sendik's Food Markets is not responsible for (i) incomplete entries; (ii) cancellation of the Promotion or the trip caused by events beyond the control of Sendik's Food Markets; (iii) any injuries, losses, or damages that are the result of participation in the Promotion or the trip. Any information gathered will not be shared with a third party. Sendik's never sells or redistributes customer information to any person or business. The sponsor of this Promotion is Sendik's Food Markets, 7225 W. Marcia Road, Milwaukee, WI 53223. Facebook, Inc. does not sponsor, endorse or administer, and is not affiliated with the Promotion in any way. Each participant entering the Promotion fully and irrevocably releases Facebook, Inc. from any costs, expenses, damages or other liabilities incurred by a participant related to the Promotion.