

**AXE "THE ULTIMATE IN ELECTRONICS GEAR" SWEEPSTAKES**  
**OFFICIAL RULES**  
**7/29/11-8/25/11**

**NO PURCHASE NECESSARY TO ENTER OR CLAIM PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

1. **ELIGIBILITY:** Open to individual, legal residents of NY, NJ, CT, MD, DE and PA who are 18 years of age and older at time of entry. Employees of Unilever ("Sponsor"), The Great Atlantic & Pacific Tea Company, Inc. ("A&P"), Advantage Sales & Marketing LLC d/b/a Integrated Marketing Services and each of their respective parents, successors and assigns, subsidiaries and affiliates; employees of advertising, promotion and public relations agencies involved in any way with this Sweepstakes; and members of the immediate family (spouse, parents, siblings and children and their spouses) or persons living within the same household of any of such individuals are not eligible to participate or win a prize. Void outside NY, NJ, CT, MD, DE and PA and where prohibited. By participating, entrants agree to be bound by these Official Rules.
2. **HOW TO ENTER:** Complete an Official Entry form found at participating A&P, Waldbaums, SuperFresh, & Pathmark stores through 8/25/11, while supplies last or, on a 3 1/2" x 5" piece of paper hand print your complete name, street address (no P.O. Boxes), city, state, ZIP code, date of birth and daytime phone number and mail your entry in an envelope (no larger than #10) with postage to: AXE "The Ultimate in Electronics Gear" Sweepstakes, P.O. Box 757, Wilton, CT 06897-0757. No mechanical reproductions will be accepted. Entries must be postmarked by 8/25/11 and received by 9/2/11. Limit one (1) entry per outer envelope. Entries become the sole property of the Sponsor and will not be acknowledged or returned. By providing your contact information, you acknowledge that Unilever may also send you information, samples or special offers it feels may be of interest to you about Unilever brands or brands from other carefully-selected companies; however, Sponsor will not make calls to your household except to notify you if you are a winner of the sweepstakes. If you would like more information about Unilever's privacy policy or to opt out of such contact, visit [www.unileverus.com/privacy](http://www.unileverus.com/privacy) or call [1-866-204-9750](tel:1-866-204-9750). Sponsor, A&P and Integrated Marketing Services are not responsible for illegible, lost, late, damaged, incomplete, inaccurate, delayed, misdirected, postage due or stolen entries or mail and all such entries will be void.
3. **PRIZES:** On or about **9/7/11**, a random drawing will be conducted by Integrated Marketing Services, an independent judging organization, from all eligible entries received to award **Two (2) Grand Prizes:** an Apple<sup>®</sup> MacBook<sup>®</sup> Pro laptop computer (320GB), an Apple<sup>®</sup> iPad<sup>®</sup> 2 mobile digital device (32GB), an Apple<sup>®</sup> iPod<sup>®</sup> touch mobile digital device (64GB) and a \$25 iTunes<sup>®</sup> gift card. Approximate Retail Value ("ARV"): \$2,500 each. **Fifteen (15) First Prizes:** a \$50 iTunes<sup>®</sup> gift card. **Thirty (30) Second Prizes:** a \$25 iTunes<sup>®</sup> gift card. Gift card prize use is subject to the terms and conditions set by the respective gift card issuer. Total ARV of all prizes: \$6,500. Limit one prize per household/family/person. Odds of winning will be determined by the number of eligible entries received. Unclaimed prizes will not be awarded.
4. **GENERAL CONDITIONS:** No substitution or transfer of prize permitted. In the case that any prize or portion thereof becomes unavailable, Sponsor reserves the

right to substitute a prize of equal or comparable value. All federal, state and local taxes on prize and expenses relating to acceptance and use of prize are the sole responsibility of winner. Potential Grand Prize winners will be notified by express mail, U.S. Mail and/or telephone and will be required to sign and return an affidavit of eligibility and liability/publicity release (except where prohibited by law). If a winner cannot be reached after two attempts via phone, prize will be forfeited and may be awarded to an alternate winner. First & Second Prize winners will be notified by mail or phone. Noncompliance by date specified on winner's notification letter or return of prize or prize notification as undeliverable will result in disqualification. By participating, entrants agree to: (a) be bound by these official rules and the decisions of Sponsor and judges which shall be final and binding in all aspects relating to the Sweepstakes and (b) release and forever discharge and covenant not to sue Sponsor, A&P, Advantage Sales & Marketing LLC d/b/a Integrated Marketing Services and each of their respective parent companies, affiliates, subsidiaries, distributors, agents and advertising & promotion agencies and the employees, directors and officers of each of the foregoing entities from any and all claims, demands, damages, losses and liabilities, of any nature whatsoever, which they may now or hereafter assert, including but not limited to claims for injury, death, damages, or illness arising out of or relating to or claimed to be arising out of or relating to Sweepstakes entry, prize acceptance or use or misuse of the prize or any product or prize certificate awarded including, without limitation, personal injury, death and property damage. Acceptance of a prize constitutes winner's agreement and permission to the use of his/her name and/or photograph for advertising, publicity and promotional purposes without further notice or compensation (unless prohibited by law). Sponsor and its agents are not responsible for any printing or other errors in Sweepstakes related material. Sponsor is not responsible for any change of mailing address and/or telephone number of entrants. Sponsor reserves the right, in its sole discretion to cancel or suspend this Sweepstakes and award the prize in a random drawing from all eligible entries received prior to such action, should causes beyond the control of the Sponsor corrupt the administration, security or proper play of the Sweepstakes. This Sweepstakes will be governed by the laws of the United States and by entering you consent to jurisdiction and venue in the courts of New York, New York for the resolution of all claims or disputes.

5. **WINNERS LIST:** For a list of the prize winners, send a self-addressed, stamped envelope (#10 business size) for receipt by 9/30/11 to: AXE "The Ultimate in Electronics Gear" Sweepstakes Winners, P.O. Box 7276, Wilton, CT 06897-7276. Winners list will be available after winners have been selected and confirmed.

**SPONSOR:** Conopco, Inc. d/b/a Unilever, 800 Sylvan Ave., Englewood Cliffs, NJ 07632.

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