

The Connecticut Science Center & Big Y
Antarctica Expedition Sweepstakes

OFFICIAL RULES AND REGULATIONS

NO PURCHASE NECESSARY TO ENTER OR WIN

I. ELIGIBILITY:

The Connecticut Science Center & Big Y Antarctica Expedition Sweepstakes (the "Sweepstakes") is open to legal residents of the United States of America who are 18 years of age or older at the time of entry.

The foregoing notwithstanding, employees, officers and directors (including, without limitation, their children, parents, siblings, spouses, significant others and/or other individuals living in the same household) of The Connecticut Science Center (the "Sponsor"), Quark Expeditions, Big Y Foods, Inc., Clear Channel Communications, Inc., Wiggin and Dana LLP and any other business entity or person associated with the advertising, development or the administration of this Sweepstakes, as well as their respective parents, subsidiaries, divisions and/or affiliates (collectively the "Sweepstakes Entities"), are not eligible to participate.

THE SWEEPSTAKES IS VOID OUTSIDE OF THE UNITED STATES OF AMERICA AND WHERE OTHERWISE PROHIBITED BY LAW.

II. HOW TO ENTER:

(1) ELECTRONIC ENTRIES: For every ten participating Big Y® branded products (Big Y, Top Care, Top Crest, World Classics Trading Company, Paws, Electrix, Academix, Domestix or Full Circle, excluding random weight items) purchased using your Big Y® Express Savings Club® Card at any participating Big Y® World Class Market® in Connecticut or Massachusetts between 7:01 a.m. EST on **February 11, 2010** and 9:59 p.m. EST on **April 14, 2010** you will receive one automatic entry into the Sweepstakes.

(2) ENTER BY MAIL: No Purchase Necessary. Pick up a mail-in entry form at any Big Y World Class Market location's customer service desk between 7:01 a.m. EST on **February 11, 2010** and 9:59 p.m. EST on **April 14, 2010** or on a 3" x 5" piece of paper, print your name, age, street address, city, state, zip code, daytime and evening phone numbers and mail to: The CT Science Center & Big Y Antarctica Expedition Sweepstakes, P.O. Box 7840, Springfield, MA 01102-7840. Entry forms will only be available while supplies last. No mechanical or other reproductions will be accepted. Entries will not be accepted from P.O. Boxes. All requests must be postmarked by 11:59 p.m. EST on **April 14, 2010** and received no later than 11:59 p.m. EST on **April 19, 2010**.

(3) ENTER ON-LINE: Log onto www.CTScienceCenter.org/ice and complete the entry form on-line. On-line entries must be submitted by 11:59 p.m. EST on **April 14, 2010**. Any on-line entries submitted after that time will not be eligible for the Sweepstakes and will not be considered.

Only one (1) entry per person, household, or street address, per day will be accepted regardless of the method of entry. Any additional entries will be void. The foregoing notwithstanding, entries may not be submitted after the aforementioned drawing deadlines, irrespective of the date on which a request is received. **PURCHASES OF BIG Y PRODUCT OR A CONNECTICUT SCIENCE CENTER MEMBERSHIP OR PRODUCT WILL NOT INCREASE YOUR CHANCES OF WINNING.**

III. DRAWING:

On or about **April 22, 2010**, a random drawing will be conducted by a representative of Big Y Foods, Inc. whose decision shall be final and binding during which one (1) winner will be selected from all entries to receive the Grand Prize and fifty-four (54) winners will be selected from all of the remaining entries to receive the First Place Prize. Winners will be notified by mail or telephone within 7 days of the drawing. Sweepstakes Entrants do not need to be present at the drawing to win the grand prize.

IV. THE PRIZES:

All entries received, will be entered into a drawing to win one (1) Grand Prize comprised of a twelve (12) day expedition through Quark Expeditions for two (2) aboard a Quark Expeditions vessel sailing from Ushuaia, Argentina to the Antarctic Peninsula sailing November 15, 2010 to November 26, 2010 or one of fifty-four (54) First Place Prizes, which are comprised of four general admission tickets to the CT Science Center.

One (1) Grand Prize will be awarded comprised of the following:

- a.) a gift certificate in the amount of \$2,000 to be used towards airfare for this trip. The remaining balance will be the responsibility of the winner;
- (b) all portage and port charges;
- (c) one night pre-expedition hotel accommodations comprised of one room for two guests and breakfast for two in Ushuaia, Argentina;
- (d) accommodations and meals for two people aboard a ship selected at the sole discretion of Quark Expeditions for a twelve (12) day Antarctic Peninsula Expedition sailing from and returning to Ushuaia, Argentina;
- e.) breakfast, lunch and dinner on board the ship throughout the voyage. (Please inform Quark Expeditions of any dietary requirements as far in advance as possible. Unfortunately, the ships' galleys cannot prepare kosher meals.)
- f.) All shore landings per the daily program.
- g.) Leadership throughout the voyage by Quark's experienced Expedition Leader, including shore landings and other activities.
- h.) All Zodiac transfers and cruising per the daily program.
- i.) Formal and informal presentations by Quark's Expedition Team and guest speakers as determined by Quark in its sole discretion.
- j.) Photographic album on DVD, documenting the voyage.

- k.) A pair of waterproof expedition boots on loan for shore landings.
- l.) A Quark Expeditions parka – yours to keep.
- m.) Coffee, tea, cocoa available around the clock.
- n.) Hair dryer and bathrobes in every cabin.
- o.) Comprehensive pre-departure materials, including a map and an informative Antarctic Reader.
- p.) All miscellaneous service taxes and port charges throughout the program.
- q.) All luggage handling aboard ship.
- r.) Emergency Evacuation Insurance for all passengers to a maximum benefit of \$100,000 per person.

(54) First Place Prizes consisting of:

Four (4) general admission tickets to the CT Science Center valid until December 31, 2010.

The grand prize winner must confirm acceptance of the Antarctic Expedition by 5:00 p.m. EST on **May 6, 2010**. Upon accepting the grand prize, the winner will be directed to a representative of Quark Expeditions who will assist with the necessary trip reservations, which must be done on or before **July 1, 2010**. Failure to make a reservation by that date will result in forfeiture of the grand prize.

Winners of the first place prize will have their tickets mailed to the address listed on their entry form within a week from the day they were selected.

IV. VALUE OF PRIZES/ODDS OF WINNING:

There is only one Grand Prize and it is worth an estimated \$13,780 and fifty-four (54) First Place Prizes valued at \$68 each. **THE ODDS OF WINNING WILL DEPEND UPON THE NUMBER OF ENTRIES RECEIVED.** The prizes cannot be redeemed for cash and are non-transferrable and non-returnable. If for any reason the initial grand prize winner cannot use the prize, the winner must notify the Science Center in writing by 5:00 p.m. EST on **May 6, 2010**. In the event of a forfeiture or the winner declines the grand prize, a second drawing will be held only for the grand prize on or before 5:00 p.m. EST on **May 11, 2010** using the same principles laid out before with the exception that the winners of the First Place Prize will not be eligible to win. Only a total of 2 drawings will be held. Entry forms will be kept in a secure location until a winner is finalized.

V. PRIVACY:

Participation in this Sweepstakes constitutes consent to transfer personal information for purposes of administration of the Sweepstakes and for such other purposes to which Sweepstakes Entrants may consent as outlined below. Personal information will not be shared with any non-affiliated third parties unless the opt-in box on the mail-in or online entry form is clearly checked, authorizing the

Science Center to share information with Quark Expeditions or if a participant opts to join the Science Center's mailing list by clearly marking the appropriate box, Big Y will share this information with the Science Center. All information submitted to the Sponsor as part of this Sweepstakes will be treated in accordance with the Sponsor's privacy policy, available at <http://www.CTScienceCenter.org>.

VI. GENERAL TERMS:

Taxes: Each prize winner shall bear sole responsibility for any and all local, state and/or federal taxes on prizes and any expenses not specified herein relating to winner's acceptance and use of the prize.

Conditions of Participation: By participating in this Sweepstakes, each entrant agrees:

1. That these rules and all related decisions of Connecticut Science Center Inc., Big Y Foods Inc., and their employees, officers, directors and agents shall be final in all respects relating to this Sweepstakes;
2. To release, discharge, and hold harmless Connecticut Science Center Inc., Big Y Foods Inc., and their parents, subsidiaries and affiliates, as well as each of their respective directors, officers, shareholders, agents, and employees (collectively, "Releasees") from any and all injuries, liability, losses, and damages of any kind resulting from their participation in the Sweepstakes or their acceptance, use, or misuse of the prizes, including, without limitation, illness, personal injury, death and property damage;
3. If a winner of the grand prize, to the announcement/use of his/her name, voice, image, and/or likeness for trade, advertising, publicity, and promotional purposes without compensation (unless prohibited by law) by Connecticut Science Center Inc. Big Y Foods Inc., and those acting pursuant to Connecticut Science Center Inc.'s and Big Y Foods Inc.'s direction, in each case in any and all media now known or hereafter discovered, worldwide, in perpetuity, including but not limited to the World Wide Web, without notice, review, or approval, and agree to execute specific consent to such use if asked to do so;
4. That, in the event he or she wins the grand prize, he or she will complete, sign and return to the CT Science Center an Affidavit of Eligibility and a Publicity Release within 10 days of notification. Failure to timely return documents or return of a prize notification or prize as undeliverable will cause prize to be forfeited;

5. Releasees are not responsible for and shall not be liable for: (a) any human, typographical, printing or other error relating to or in connection with the Sweepstakes, including, without limitation, errors which may occur in the administration of the Sweepstakes, processing of entries, the announcement of the prize(s) or in any Sweepstakes –related materials; (b) late, lost, misdirected, incomplete, illegible, mutilated, stolen, delayed, or postage-due entry form requests or Sweepstakes entries whether sent electronically, on-line or by mail; (c) any condition caused by events that may cause the Sweepstakes to be disrupted or corrupted; (d) any defect in, failure or malfunction of any telephone line, computer line, network, scanner, other computer equipment or software or any combination thereof; or (e) any corrupted, delayed, garbled, lost or otherwise incomplete data transmissions of any kind;
6. That Connecticut Science Center Inc. and Big Y Foods Inc., reserve the right in its sole discretion to cancel, terminate, modify, or suspend the Sweepstakes if fraud, technical failures or any other factor beyond its reasonable control impairs the integrity of the Sweepstakes including, without limitation inability to deliver all or portion of the prizes as determined by the Connecticut Science Center and Big Y Foods Inc., in their sole discretion. Entry forms become the property of Big Y Foods, Inc., with the exception of those forms with opt-in boxes checked to join the Science Center’s mailing list and/or to share information with Quark Expeditions. These forms will become the property of the Connecticut Science Center Inc. and will not be returned. Entry forms are void if not obtained in accordance with these Official Rules, or if any part is forged, illegible, counterfeited, incomplete, mechanically reproduced, photocopied, altered, mutilated or tampered with in any way, or if they contain printing, production, typographical, mechanical or other errors;
7. That any dispute concerning this Sweepstakes shall be brought individually, without resort to class action, in a federal or state court located in Hartford, Connecticut and that any damages awarded by such court shall be limited to actual “out-of-pocket” expenses (excluding attorneys’ fees) arising from participation in this Sweepstakes and shall not include consequential, incidental, indirect and/or punitive damages;
8. That neither Connecticut Science Center Inc., Big Y Foods, Inc., their parents, subsidiaries, affiliates and franchisees, nor any of their respective directors, officers, employees and agents will be liable or responsible, or should the winner suffer any damages,

should the expedition be cancelled for reasons beyond their control including, without limitation, for illness, personal injury and/or a damaged plane, ship or vehicle.

VII. APPLICABLE LAWS AND JURISDICTION:

The Sweepstakes is subject to all applicable local, state and federal laws. The foregoing notwithstanding, Connecticut law shall govern any dispute concerning the construction, validity, interpretation and enforceability of this Official Rules and any conflict between Connecticut law and the law in any other jurisdiction shall be resolved in favor of Connecticut law.

VIII. MISCELLANEOUS:

Sponsor makes no representations or warranties regarding the appearance, safety or performance of the grand prize (or any other prize).

For a copy of these Official Rules, or to receive the name of the Grand Prize winner, mail a self-addressed, stamped envelope to Connecticut Science Center, Attn: Antarctica Expedition, 250 Columbus Boulevard, Hartford, Connecticut 06103.

IX. SPONSOR:

Connecticut Science Center, 250 Columbus Blvd., Hartford, Connecticut 06103
Big Y Foods, Inc. 2145 Roosevelt Ave., Springfield, MA 01120-7840