

Meijer Fast Track to the Head of Class Sweepstakes Official Rules

1. NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. VOID IN PUERTO RICO, U.S. VIRGIN ISLANDS, U.S. TERRITORIES AND POSSESSIONS, AND WHERE PROHIBITED OR RESTRICTED BY LAW.

2. SPONSOR

General Mills Sales, Inc., One General Mills Boulevard, Minneapolis, MN 55440 ("Sponsor").

3. HOW TO ENTER

Sweepstakes begins at 12:01:01 a.m. Central Time on February 14, 2010 and ends at 11:59:59 p.m. Central Time on February 24, 2010 (the "Sweepstakes Period"). During the Sweepstakes Period, you may enter this Sweepstakes (a) online; (b) at any Meijer stores in Michigan, Illinois, Kentucky, Ohio and Indiana ("Participating Stores") or (c) via mail. To enter online, complete and submit the official online entry form at <http://www.meijer.com/atstores/contest.jsp> (the "Website") during the Sweepstakes Period. To enter at any Participating Stores, completely fill out official entry form available at Participating Stores, and drop it into a drawing barrel at a Participating Store. To enter by mail, print your name, complete address, age and daytime phone number on a 3" x 5" card, and mail to:

Meijer Fast Track to the Head of Class Sweepstakes,
PO Box 1953, Grand Rapids, Michigan 49501-1953.

All entries submitted at Participating Stores must be received by each such Participating Store by such Participating Store's close of business on February 24, 2010, and all mail-in entries must be postmarked by February 24, 2010 and received by March 3, 2010. **Limit one (1) entry per person per day, regardless of method of entry.** Once submitted, entries become the exclusive property of the Sponsor and will not be returned. In the event of a dispute over the identity of an online entrant, the winner will be the Authorized Account Holder of the e-mail address submitted on the entry form. "Authorized Account Holder" means the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. No automatic, programmed, robotic or similar means of entry are permitted. None of the Sponsors, General Mills, Inc. ("GMI"), Meijer, Inc. ("Meijer"), Participating Stores or Leader Enterprises, Inc. ("Leader"), or any of their respective employees, representatives or agencies, is responsible for: (i) lost, late, damaged, delayed, destroyed, misdirected, postage-due, garbled, illegible or incomplete entries; (ii) incorrect or inaccurate transcription of entry information; (iii) any human error, or lost/delayed data transmission; or (iv) any problems or technical malfunctions of any telephone or communications network or lines, computer on-line systems, servers or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to entrant's or any other person's computer related to or resulting from

participation or downloading any materials related to this Sweepstakes. Once submitted, entries become the exclusive property of the Sponsor and will not be returned. Entrants agree to be bound by these Official Rules and by the decisions of the judges, which are final and binding in all respects. For a copy of the Official Rules, print them from the Website or send a self-addressed stamped envelope to: Meijer Fast Track to the Head of Class Sweepstakes Rules, 1775 Woodstock Road, Suite 200, Roswell, Georgia 30075 by September 2, 2009.

4. ELIGIBILITY

Open only to legal U.S. residents of Michigan, Ohio, Illinois, Kentucky, and Indiana who are 18 years of age or older at time of entry. Employees of Sponsor, GMI, Meijer, Participating Stores, Leader and their respective affiliate companies, parents, subsidiaries, agents, advertising and promotional agencies, and their immediate families or persons residing in the same household of such employees are not eligible to enter or win.

5. DRAWING

Meijer will select winners from all eligible entries submitted in a random drawing on or about 3/17/10 in Grand Rapids, Michigan. Entrants need not be present to win. For **Grand Prize**, limit one (1) prize per entrant and per school. Entrants and prize-winning schools agree to be bound by these Official Rules and by the decisions of the judges, which are final and binding in all respects. Winners will be notified by phone or mail. Winners and the school chosen by the winner to receive the prize may be required to sign and return an Affidavit of Eligibility and Release within 14 days of notification in order to receive the prize. For **First Prize**, travel companion must be at least 21 years of age. Travel companion will be required to sign and return a liability release not less than 14 days before departure date or will not be permitted to accompany winner on trip. **For all prizes**, in the event of non-compliance with these requirements, the prize will be forfeited and an alternate winner/school will be selected. If prize/prize notification is returned as undeliverable, the prize will be forfeited and an alternate winner/school will be selected. Unclaimed prizes may not be awarded.

6. PRIZES/ODDS OF WINNING PRIZE

Prize consists of: One (1) Grand Prize. Ten (10) First Prizes. **Grand Prize** consists of one (1) 50,000 Bonus Box Tops Certificate (ARV: \$5,000). Prize will be awarded to the BTFE-eligible school of winner's choice, as long as the designated school complies with these requirements and the school is located in the state of Michigan, Ohio, Illinois, Kentucky, or Indiana. To be "BTFE eligible," the school must be registered with the General Mills Box Tops for Education Program. See www.boxtops4education.com for more details about the program. All federal, state and local regulations apply. Prize is non-transferable except to BTFE eligible schools. Limit is \$80,000 per school, per year. **First Prize** consists of (2) tickets to the Big Race on August 15, 2010 (ARV \$300). Odds of winning depend on the number of eligible entries received. Purchase will not increase your chances of winning. All taxes or expenses, including, without limitation, sales tax, luxury tax and any other costs incurred in claiming or using the prize are the sole responsibility of the prize winner. 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. Any difference

between the actual value of any prize and the approximate retail value set forth in these Official Rules may not be claimed and will not be awarded.

7. GENERAL

Sweepstakes is subject to applicable federal, state and local laws and regulations. For details regarding collection of information from users of the Website (including entrants), please consult the privacy policy available on the Website. By participating, entrants release Sponsor, GMI, Meijer, Leader, and their respective affiliates, shareholders, officers, printers, distributors, advertising agencies and prize suppliers, and the employees, agents, and consultants of any of the above entities, from any and all liability for any injury, death, loss, tax liability or damage of any kind arising from entrant's participation in this Sweepstakes, or resulting from acceptance, possession, use, or misuse of any prize. Acceptance of prize shall constitute and signify the winner's agreement and consent that Sponsor may use his/her name, address (city and state only), prize information, and/or likeness for promotional purposes in any media now existing or hereinafter devised without additional compensation, where legal. Failure to comply with these Official Rules may result in disqualification from this Sweepstakes. Sponsor reserves the right, in its sole discretion, to: (i) disqualify from this or any Sweepstakes it sponsors, now or in the future, any person it finds, in its sole discretion, has intentionally violated these Official Rules, tampered with the entry process, the operation of this Sweepstakes or the Website, or any other aspect of this Sweepstakes; (ii) modify, suspend or terminate this Sweepstakes in the event it becomes infected by a computer virus or is otherwise technically impaired; and (iii) cancel or suspend this Sweepstakes in its entirety should tampering, unauthorized intervention, fraud, technical failures or other causes beyond Sponsor's control corrupt the administration, security, fairness, integrity or proper play of the Sweepstakes. In such event, Sponsor shall award prizes in a random drawing from all eligible entries received prior to the date of cancellation or suspension.

8. WARNING: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH ENTRANT OR INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING SEEKING CRIMINAL PROSECUTION.

9. WINNERS LIST

For a list of winners, see the Website or send a stamped, self-addressed envelope to: Meijer Fast Track to the head of Class Sweepstakes Winners List, PO Box 1863, Grand Rapids, Michigan 49501-1863, by May 27, 2010.

