

**H-E-B SELENA FOUNDATION REUSABLE BAG SWEEPSTAKES #2  
OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. OPEN TO TEXAS RESIDENTS, 18+ ONLY. VOID WHERE PROHIBITED. A PURCHASE OF ANY KIND WILL NOT IMPROVE YOUR CHANCES OF WINNING. INTERNET ACCESS AND FACEBOOK ACCOUNT REQUIRED TO PARTICIPATE.**

**1. SWEEPSTAKES PERIOD.** The H-E-B Selena Foundation Bag Sweepstakes (the "Sweepstakes") begins on November 3, 2018, at 12:00:01 a.m. Central Time (CT) and ends on December 3, 2018 at 11:59:59 p.m. CT (the "Sweepstakes Period"). Sponsor's computer is the official time keeping device for the Sweepstakes.

**2. HOW TO ENTER.** During the Sweepstakes Period, participants must visit Sponsor's Facebook page at <https://www.facebook.com/HEB>; find the Sweepstakes announcement; click the "Enter Now" link, which will open the entry form; and enter the Sweepstakes by providing their name, email address, and physical address in the entry form. All entries must be received by December 3, 2018. All entries are subject to verification by H-E-B, LP ("H-E-B" or "Sponsor") to determine eligibility. Participants may not use multiple Facebook accounts to enter. All decisions by Sponsor are final and binding. Any official entry that omits requested information is void. By submitting an entry, participants acknowledge that they have read these Official Rules of the Sweepstakes, and they agree to be bound by them.

**3. ELIGIBILITY.** To participate in the Sweepstakes, you must (a) be a lawful permanent resident of the State of Texas; (b) at least eighteen (18) years of age at the time of entry, and (c) have an active Facebook account and Internet access. Free Internet access is available at many public libraries, and you can create a Facebook account for free. This Sweepstakes is void outside the State of Texas and where prohibited by law. This Sweepstakes and any website pages and advertisements relating thereto are intended for viewing only within the State of Texas. Employees of H-E-B and its respective officers, directors, parents, subsidiaries, affiliates, agents, distributors, vendors, sales representatives, advertising and promotion agencies (collectively, the "Sweepstakes Entities") and the immediate family and household members of each are not eligible. Subject to all applicable federal, state and local laws and regulations. Void where prohibited by law. Facebook.com is not associated with this Sweepstakes in any way and is not responsible for the administration of the Sweepstakes or the awarding of the prize. No sponsorship, endorsement or approval of Sweepstakes by Facebook is expressed or implied.

**4. LIMIT.** Limit one (1) entry per person. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the registrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider

or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder. Proof of submission is not proof of receipt.

**5. GRAND PRIZES (5 AVAILABLE).** Grand Prize winners will each receive a \$500 H-E-B gift card and an H-E-B limited edition, Selena Quintanilla-themed reusable grocery bag. Approximate Retail Value (“ARV”) for each Grand Prize: \$501.99. Gift cards are subject to applicable terms and conditions, including dormancy fees and expiration, and may not be used to purchase alcohol or tobacco products.

**6. FIRST PRIZES (995 AVAILABLE).** First Prize winners will each receive an H-E-B limited edition, Selena Quintanilla-themed reusable grocery bag. ARV for each First Prize: \$1.99.

**7. ALL PRIZES.** Grocery bag colors and themes will be as selected by Sponsor in its sole discretion. Prizes will be shipped to address provided at entry from four (4) to six (6) weeks after drawing. Prizes are non-transferable, non-substitutable, and may not be redeemed for cash. Sponsor reserves the right to substitute prize of equal or greater value. Winners are responsible for all federal, state, and local taxes and all other costs associated with prize acceptance. Sponsor is not responsible for inability of winner to accept or use prize and prize may be forfeited if winner cannot accept or use prize. Sponsor is not responsible if prize is lost, stolen, damaged, and/or destroyed and reserves the right to substitute a prize of comparable value in the event any advertised prize becomes unavailable. All trademarks used in connection with prize description are the property of their respective owners. No endorsement or approval of Sweepstakes by trademark owners is expressed or implied.

**8. WINNER SELECTION AND ODDS.** Drawing will take place on or about December 5, 2018, in San Antonio, Texas. Each potential winner will be selected in a random drawing by Sponsor from among all eligible entries received by Sponsor. Potential winners are subject to verification by Sponsor, whose decisions are final in all matters relating to the Sweepstakes. Odds of winning depend on the number of eligible entries received by Sponsor. Potential winners will be notified no later than Friday, December 9, 2018 by email. Limit one (1) prize per family or household.

**9. RELEASE, AND INDEMNITY.** By receipt of any prize, the applicable winner agrees to release and hold harmless Sponsor, its subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent and affiliate companies and each such company’s officers, directors, employees and agents (collectively, the “Released Parties”) from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize, or any communications by or from Sponsor related to the Sweepstakes.

**10. GENERAL CONDITIONS.** By entering, participants agree to be bound by these Official Rules and the decisions of the Sponsor, which shall be final in all matters pertaining to the sweepstakes. The Sponsor, its officers, directors, agents and employees are not responsible for and shall not

be liable for: (i) garbled, illegible, incomplete, damaged, misdirected, late, lost or failed entries; (ii) any condition caused by events beyond the control of the Sponsor which may cause the sweepstakes to be disrupted or corrupted; (iii) any losses or damages of any kind caused by the prize or resulting from acceptance or use of the prize or from participation in the sweepstakes; (iv) any printing or typographical errors in any materials associated with the promotion; or (5) use of person's name, likeness, or voices. Texas law shall apply to this promotion. Any claims must be resolved in the state of Texas. By entering, participants grant permission to Sponsor to use their name, likeness, voice, and biographical information for advertising, promotional, and/or public relations purposes relating to the promotion or similar promotions that may be offered by the Sponsor. This grant is perpetual in duration and not subject to any condition precedent such as prior approval of promotional materials.

**11. PUBLICITY.** Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment, consideration, or approval.

**12. LIMITATIONS OF LIABILITY.** The Sweepstakes Entities are not responsible for: (i) any incorrect or inaccurate information, whether caused by Sponsor, publication errors, or by any of the equipment or programming associated with or utilized in the Sweepstakes; (ii) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (iii) unauthorized human intervention in any part of the entry process or the Sweepstakes; (iv) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; or (v) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize.

**13. ENTRANT'S PERSONAL INFORMATION.** Information collected from entrants is subject to the Sponsor's Privacy Policy (available at <http://www.heb.com/page/about-us/company/privacy-policy>). All entrants authorize Sponsor to contact them for any reason related to conducting the Sweepstakes.

**14. SPONSOR.** H-E-B, LP, 646 South Flores Street, San Antonio, Texas 78204.

Facebook and Facebook.com are the trademarks and service marks of Facebook.