

“Reminiscing with Roche Bros”

Description of the contest: The Reminiscing with Roche Bros. video contest is designed to engage associates in actively reflecting upon and celebrating the company’s 60th anniversary. The entries will be judged on the following five equally-weighted attributes: Roche Bros. History, Roche Bros. Family Team, Personal Connections, Creativity, and Production Values. The prizes will be awarded to the entrants who submit the best entries as determined by the judges in their sole discretion and in accordance with these official rules.

Eligibility: This contest is open only to active Roche Bros. associates in good standing. All minors (under 18) must receive parental or guardian permission when submitting their video.

How to enter: Visit <http://bit.ly/L77Cc7> (or <http://platform.votigo.com/fbcontests/profiletab/Reminiscing-with-Roche-Bros>) and follow the instructions on screen to submit your video. This is the only method of entry permitted for this contest. A Facebook account is required to access the video submission platform, however Roche Bros. does not intend to publish any video submissions to Facebook without prior permission from the entrant.

Submission Requirements: Each submission must also comply with the following:

- Each submission must be 60 seconds or less in duration
- Entries are due by July 1st, 2012
- Must fill out contest entry form online, including the name(s) of all the associates that created the video
- Contestants will be required to review, and agree to Contest Rules
- If any persons appear in the submission, you are solely responsible for obtaining consent, prior to submitting your video.
- The submission must be your own original work, created solely by you; must not have been previously published, released or distributed in any form; and must not infringe the copyright, trademark, privacy, publicity, or other personal or proprietary rights of any person or entity.
- Music used in video must be original and/or not require any additional clearances for the sponsor to use or post on public websites or to use in public forums of any kind.
- Submissions that are lewd, obscene, sexually explicit, pornographic, disparaging, defamatory, libelous, or submissions that otherwise contain inappropriate content material may not be submitted and may be removed at any time by Roche Bros.

Roche Bros. reserves the right in its sole and unfettered discretion to disqualify any submission that it believes violates or potentially violates any of the foregoing requirements or otherwise fails to comply with any provision of these official rules. The decisions of Roche Bros. on this and all matters pertaining to the contest shall be final and binding with no right to appeal. Entrants agree to indemnify and hold Roche Bros. harmless from any against any suits, claims, losses, damages and expenses, including reasonable attorney fees that may arise from or in connection with any entrant’s submission and the use and or display of the entrant’s submission.

Finalists Selection: Roche Bros. judges will select three finalists based on the following categories: Roche Bros. History, Roche Bros. Family Team, Personal Connections, Creativity and Production Values. All criteria will be judged equally.

Prizes and Approximate Value: The contest is designed to give entrants the opportunity to submit videos that share their personal history with Roche Bros. The judges will choose three finalists who will be invited to the Service Awards Dinner where their videos will be presented and the winner will be announced. The winners will receive \$1000 cash or equivalent for the Grand Prize, \$500 cash or equivalent for the 1st runner-up, and \$250 cash or equivalent for the 2nd runner-up. In the event that a video wins with a submission from a group, the prize will be split equally amongst each associate named in the submission form.

Grant of Right: All entries submitted for judging will become the exclusive property of Roche Bros. Supermarkets and will not be returned to entrants. Entry and acceptance of prize constitutes permission (except where prohibited by law) for sponsor and anyone it may authorize to use winners' names, photographs or other likenesses, biographical information, hometowns and statements concerning the contest for purposes of advertising and promotion without compensation to the winner.

Sponsor is not responsible for lost, late, incomplete, damaged, stolen, invalid, unintelligible or misdirected submissions. Roche Bros. is not responsible for lost or late submissions nor for electronic transmission errors that may occur.

Governing Law & Severability: This contest is governed by the laws of the Commonwealth of Massachusetts. If any provision(s) of these official rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

Winners List: A copy of the winners' list may be obtained by sending a written request to: Roche Bros. Co, 70 Hastings Street, Wellesley, MA 02481

Sponsor: The sponsor of this contest is Roche Bros. Supermarkets, 70 Hastings Street, Wellesley, MA 02481