

RITE AID CUSTOMER SATISFACTION SWEEPSTAKES
OFFICIAL RULES

1. **ELIGIBILITY: NO PURCHASE NECESSARY TO ENTER OR WIN.** A purchase will not increase your chances of winning. Open to legal residents of the United States (except residents of Florida) who are 18 years of age and older as of the date of entry. Employees, officers and directors of Rite Aid Corporation (the "Sponsor"), its affiliates, subsidiaries, advertising and promotion agencies, and any other individual or company involved in the development or execution of the Sweepstakes and the immediate family members (spouses and parents, children and siblings and their spouses, regardless of where they live) or members of the same households (whether related or not) of such individuals are not eligible. Void in FL and where prohibited.

2. **PROGRAM DESCRIPTION:** The Rite Aid Customer Satisfaction Sweepstakes (the "Sweepstakes") begins at 12:01 AM Central Time ("CT") on March 1, 2009 and ends at 11:59 PM CT on February 27, 2010 (the "Sweepstakes Period"), and consists of four Entry Periods. The Entry Periods, which begin at 12:01 AM CT on the first day of the Entry Period and end at 11:59 PM CT on the last day of the Entry Period, are as follows:

Entry Period	Random Drawing
August 30, 2009 – November 28, 2009	December 18, 2009
November 29, 2009 – February 27, 2010	March 21, 2010

3. **TO ENTER:** There are two ways to enter: by phone or by mail. By phone: call the toll-free number (from a touch-tone phone only) printed on selected Rite Aid cash register receipts, respond to the Rite Aid customer survey questions you will be asked, and provide your home telephone number and age. Entries made by phone must be received by 11:59 PM CT on the last day of the Entry Period, to be included in that Entry Period's random drawing. **Limit one phone entry per survey code number.** By mail: hand print your name, complete address, age and phone number on a postcard and mail it via first-class mail to: Rite Aid Customer Satisfaction Sweepstakes, PMI Station, PO Box 3595, Southbury, CT 06488-3595. Mail-in entries must be postmarked by 11:59 PM CT on the last day of the Entry Period and received within 7 days to be included in that Entry Period's random drawing. **Limit one mail-in entry per household per day.**

4. **PRIZES/ODDS OF WINNING:** On the Random Drawing dates listed above, Promotion Mechanics, Inc., an independent judging organization ("Sweepstakes Administrator"), will conduct random drawings from among all eligible entries received for the specified Entry Period to select one (1) Grand Prize winner per Entry Period. Each Grand Prize winner will receive \$10,000 cash to be awarded in the form of a check. Potential winners will be notified by telephone and/or postal mail at Sponsor's discretion. If a potential winner declines to accept the prize, or in the event that prize notification cannot be accomplished within ten (10) days from the first notification attempt, the potential winner may be disqualified, and the Sponsor may select an alternate potential winner, in Sponsor's sole discretion. Potential winners will be required to complete an affidavit of eligibility, liability and (where legal) publicity release which must be returned within time period specified in notification letter or an alternate potential winner may be selected, in Sponsor's sole

discretion. If winner is 18 or older, as is required for entry, but not of the age of majority in state of residence, prize will be awarded in the name of parent or legal guardian who will be required to sign all necessary affidavits and releases. Return of any prize notification as undeliverable may result in forfeiture of the prize, in Sponsor's sole discretion. Odds of winning will be determined by the number of eligible entries received during each Entry Period. Entries received for any one Entry Period will not be entered or otherwise included in any other subsequent Random Drawings. All decisions by Sweepstakes Administrator are final.

5. GENERAL: All taxes on prizes are the sole responsibility of winners. By participating, entrants agree [a] to abide by and be bound by these rules and decisions of Sponsor and judges which shall be final in all respects relating to the Sweepstakes, including without limitation the interpretation of these rules; [b] to release, discharge and hold harmless Sponsor, its subsidiaries, affiliates, advertising agencies, promotional agencies and suppliers, Promotion Mechanics, Inc., and any other individual or company involved in the development or execution of the Sweepstakes from any and all injuries, liability, losses, damages, rights, claims and actions of any kind resulting from their participation in the Sweepstakes or their acceptance, use or misuse of a prize; and if a winner [c] to the use of his/her name, voice, image and/or likenesses for advertising, publicity and promotional purposes without further compensation (unless prohibited by law) and to execute specific consent to such use if asked to do so. Entries which contain false information, are incomplete, inaccurate or are otherwise forged, defective, or made outside authorized channels, including those which have failed due to malfunction or failure of phones, phone lines, telephone systems or networks, server, providers, computer equipment, software or any combination thereof of any kind, any human error or otherwise, shall be void. In the event of a dispute about the identity of a phone entrant, entry will be declared made by the person in whose name the phone is listed. Sponsor, its affiliates, subsidiaries, agencies and representatives and their respective directors, officers, shareholders and employees are not responsible and shall not be liable for: [a] telephone, electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties of any kind, including without limitation, server malfunction or by any error (human or otherwise) which may occur in the processing of entries; [b] failed, incomplete, garbled or delayed computer transmissions; [c] calls which are late, misdirected, unintelligible, garbled or incomplete, or receive a busy signal or are not recorded or cannot be completed for any reason; [d] late, lost, misdirected, mutilated, incomplete, illegible or postage-due entries or mail; or [e] any condition caused by events beyond the control of the Sponsor that may cause the promotion to be disrupted or corrupted. Sponsor reserves the right in its sole discretion to cancel or suspend the Sweepstakes or any portion thereof should virus, bugs or other causes beyond control of Sponsor corrupt the administration, security or proper play of the promotion, in which case the prizes will be awarded via a random drawing from among all eligible entries received prior to cancellation. Entry information becomes property of Sponsor. No prize transfer. No prize substitution. To receive a copy of these Official Rules, mail a self-addressed stamped envelope to be received by February 27, 2010, to: Rite Aid 2009 Rules, PMI Station, PO Box 750-R, Southbury, CT 06488-0750.

6. WINNER LIST: For a list of winners, mail a self-addressed, stamped envelope to be received by March 31, 2010, to: Rite Aid Customer Satisfaction Sweepstakes 2009 Winners, PMI Station, PO Box 750-W, Southbury, CT 06488-0750. Winner list will be available after April 1, 2010.

Sponsor: Rite Aid Corporation, 30 Hunter Lane, Camp Hill, PA 17055.
Sweepstakes Administrator: Promotion Mechanics, Inc., 87 South Main Street, Newtown, CT 06470