

OFFICIAL RULES

H-E-B CUSTOMER SATISFACTION SURVEY

SWEEPSTAKES (the "Sweepstakes")

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. Contest period begins May 13, 2018 and ends May 12, 2019.

ELIGIBILITY

Open to legal residents of Texas age 18 or over on date of entry, except for employees, representatives, and principals (or members of the immediate families or households of same) of HEB Grocery Company LP ("H-E-B"), participating H-E-B stores, Empathica Inc., or any of their subsidiaries, affiliates, advertising or promotional agencies.

PRIZES

MONTHLY PRIZE: Six hundred (600) prizes, awarded ten (10) per month per H-E-B Market Region, in the amount of US\$100, paid in the form of a gift card.

Gift cards may be subject to applicable terms and conditions, including dormancy fees and expiration dates, and may not be used by the winner for the purchase of alcohol or tobacco.

Total value of prizes to be awarded is US\$60,000. Prizes are non-transferable, non-substitutable, and may not be redeemed for cash. Sponsor(s) reserves the right to substitute prizes of equal or greater value. All taxes are the responsibility of the winner.

HOW TO ENTER

No purchase or survey completion is required to enter or win.

To enter by completing a survey, you must be invited by receiving an invitation on a cash register receipt at a participating H-E-B location (henceforth, "Invitation") during the relevant Sweepstakes period.

To complete the survey at the Website, enter the certificate number found on your Invitation (including any letters). Complete the survey within the designated selection fields marked within the on-line Sweepstakes form. All areas marked with an asterisk ("*") must be filled out prior to submitting your form. To complete the telephone survey, phone the number on the Invitation and respond to the recorded prompts.

To enter by mail without making a purchase, please hand-write the following sentence "Please enter me in the H-E-B Customer Satisfaction Survey Sweepstakes for a chance to win great prizes" on a sheet of paper on which you have hand-printed your first name, last name, home telephone number, full address (no PO Boxes accepted), email address, and mail it to:

H-E-B Customer Satisfaction Sweepstakes Mail-In Entry
c/o EMPATHICA INC.
511 Avenue of the Americas, #40
New York, NY 10011

For purposes of Monthly Drawings, each entry will be assigned to one of the five "H-E-B Market Regions" in Texas (San Antonio/West, Border, Central, Gulf Coast, and Houston). Survey-based entries will be assigned to the Market Region of the evaluated H-E-B store. The Administrator will assign mail-in entries to the Market Region in which the entrant resides or is nearest to based on the ZIP code and/or other address information submitted. Market Region assignments are made in the sole discretion of the Administrator.

Each survey completed on the Website or mail-in entry shall receive one (1) entry to the applicable drawing(s) as described below. Each mail-in entry will be entered in a drawing as soon as practical after the time of receipt. Each completed Telephone entry shall receive one (1) entry into the applicable drawing(s). Unselected entries will not be eligible for subsequent draws. All surveys and information become the property of H-E-B and will not be returned.

For purposes of the Sweepstakes draw, each person, unique e-mail address, phone number or mail-in request is restricted to a maximum of one (1) survey completion or mail-in entry every one (1) day. In addition, a maximum of one prize will be awarded per person per quarter. Any excess survey completions or mail-in entries may be deleted at option of H-E-B or Administrator for purposes of the draw. All entries must be received by the Administrator on or before the Sweepstakes End to be eligible for a prize.

THE DRAWINGS

MONTHLY DRAWINGS: Fifty (50) random drawings (ten for each H-E-B Market Region) will be held each month from June 2018 to May 2019 at the office of the Administrator in Mississauga, Ontario, Canada. The Monthly Drawings will be held within a week of the 13th day of the applicable month from among all eligible entries received by the 12th day of that calendar month but on or after the 13th day of the preceding calendar month.

Any entry is eligible for no more than one Monthly Drawing; if unselected in a drawing, the entry will be removed from the pool of eligible entries for that type of drawing. If a selected entrant chooses not to accept the prize, or is otherwise disqualified from winning the prize, the prize will be deemed to be forfeited and no substitution or other compensation will be awarded to that entrant and an

alternate winner will be selected.

The selected entrant(s) will be contacted by telephone or email within 10 days of drawing, and must sign and return (within 14 days of receipt) an affidavit of eligibility and publicity/liability release. If the selected entrant does not comply with the Sweepstakes Rules or cannot be contacted by telephone or email within 14 days of being contacted by telephone or email, that entrant will be disqualified and an alternate winner will be selected. The prize will be sent to the winner within 2-4 weeks of receipt of the declaration and release of liability. All taxes on prize are the responsibility of the winner.

ODDS OF WINNING

Odds of winning a Monthly Prize depend on the number of eligible entries received for the individual Market Region and applicable Monthly Drawing.

OTHER RULES

By entering, contestants agree to abide by these Official Rules. All decisions of H-E-B or the Administrator will be final and binding on all entrants. This Sweepstakes is subject to all applicable Federal, State and Municipal Laws.

By entering, entrants agree that neither H-E-B nor Administrator shall bear any liability for, and entrants agree to release, indemnify and hold them harmless from any injuries, losses, damages, claims, actions and any liability of any kind resulting from participation. Void where prohibited or restricted by law.

By entering, entrants agree that neither H-E-B nor Administrator shall bear any liability for (a) entries which are lost, postage-due, stolen, illegible, incomplete (or otherwise improperly completed), delayed or destroyed (including, in the case of on-line entries, as a result of failure of the website or technical problems or traffic congestion on the Internet), (b) the loss, theft, use, or misuse of the prize, or (c) any property damage or, except where prohibited by law, personal injury in any way attributable to this Sweepstakes or the prize (including, in the case of on-line entries, injury or damage to any telephone network or lines, on-line systems, servers, access providers, computer equipment or software) or resulting from downloading any material from the Sweepstakes website.

No correspondence will be entered into except with the selected entrant who qualifies to win a prize. By entering, a winner grants H-E-B and the Administrator the right to use the winner's name, address, comments and/or likeness, without further compensation, in any advertising or publicity, except where prohibited. All entries become the property of H-E-B. Neither H-E-B nor the Administrator assumes

any responsibility for lost, stolen, delayed, damaged or misdirected entries or for any failure of the website during the promotional period, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any entry to be received by the 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 an entrant's or any other person's computer related to or resulting from playing or downloading any material in the promotion. H-E-B and Administrator reserve the right, in their sole discretion, to cancel, modify or suspend the entry form download portion of this Sweepstakes should a virus, bug or other cause beyond the reasonable control of the Administrator corrupt the security or proper administration of the Sweepstakes. In the event of cancellation, termination or suspension, at its discretion, Administrator shall select winner from eligible, non-suspect entries received prior to event requiring such cancellation, termination or suspension.

Any attempt to deliberately damage any web site or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, H-E-B and the Administrator reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

Surveys obtained through fraudulent means or through an abuse of the Sweepstakes or any surveys that are in any way tampered with, forged, mutilated, illegible, incomplete or mechanically reproduced may, at the sole discretion of H-E-B or the Administrator, be disqualified.

In the event that, due to a printing, production or other error, more than the advertised number of prizes are claimed, there will be a random drawing conducted among all eligible prize claimants to award the correct number of prizes after the Sweepstakes End.

Except as provided herein, the personal information you are providing to enter this Sweepstakes will be used only to administer this Sweepstakes unless you indicate that you would be willing to participate in future surveys or receive future offers from participating clients. Unless otherwise indicated, the responses to the survey questions that you provide will be used by H-E-B or the Administrator in an aggregated manner only and will not be linked to your personal information. For more information about the Administrator's privacy policy, please review the privacy policy online at www.empathica.com or contact the administrator directly by phone at 1-888- 633-1633.

For the names of the winners, send a self addressed envelope to H-E-B SWEEPSTAKES WINNERS LIST c/o Empathica Inc., 511 Avenue of the Americas, #40, New York, NY, 10011 within thirty (30) days of the Sweepstakes End. You must specify the applicable Prize for which you are requesting a winner's list. The winner list will be sent after all prizes have been awarded.

You may contact us with any questions or comments at 1-800-432-3113.

SPONSOR: HEB GROCERY COMPANY, LP ("H-E-B"), San Antonio, Texas

ADMINISTRATOR: Empathica Inc., 2121 Argentia Rd., Suite 200, Mississauga, Ontario, Canada, L5N
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