

MasterCard 2010 MLB® World Series® Sweepstakes with Fresh & Easy

Official Rules.

No Purchase Necessary to Enter or Win.

PIN-Based & International Transactions Not Eligible For Automatic Entry.

Purchasing Will Not Increase Your Odds of Winning.

All entries, whether submitted by using a MasterCard® card as described below or via 3" x 5" mail-in entry, have an equal chance of winning. **Eligibility:** Sweepstakes open to individuals who are legal residents of, & currently residing in the states of Arizona, California & Nevada, 18 years of age or older as of 8/17/10, except employees & their immediate families (spouses, parents, children, & siblings & their respective spouses) & those living in the same household of each of MasterCard International Incorporated ("Sponsor"), MasterCard customer financial institutions & credit unions, alliances & processors (collectively, "MasterCard customer financial institutions"), Fresh & Easy Neighborhood Market Inc. ("Fresh & Easy"), Major League Baseball Properties, Inc., MLB Advanced Media, L.P., Major League Baseball Enterprises, Inc., MLB Online Services, Inc., MLB Media Holdings, Inc., MLB Media Holdings, L.P., Major League Baseball Properties Canada Inc., the Office of the Commissioner of Baseball, The MLB Network, LLC., & the Major League Baseball Clubs, Tickets.com, Inc., SportsOnEarth, LLC., & each of their respective general & limited partners, shareholders, employees, parents, subsidiaries, directors, officers, affiliates, representatives, agents, successors, & assigns (hereinafter, "MLB Entities"), Project Support Team, Inc. ("P/S/T"), & their respective parent companies, subsidiaries, affiliates, franchisees, distributors, officers, directors, governors, related entities, partners, partnerships, principals, agents, licensees, sponsors, representatives, successors & assigns, & advertising/promotion agencies (collectively "Released Parties"). This Sweepstakes is subject to all applicable federal, state, & local laws & regulations. Void outside AZ, CA, NV, & where prohibited. **How to Enter:** Sweepstakes begins at 12:00:01AM Central Time ("CT") on 8/17/10 & ends at 11:59:59PM CT on 9/7/10 ("Promotion Period"). 1.) Automatically receive (1) entry for each MasterCard card transaction of \$25 or more made at a participating Fresh & Easy location during the Promotion Period. For a Fresh & Easy store locator, visit <http://www.fresh&easy.com>. Account adjustment transactions/returns & PIN-based & international transactions are not considered eligible transactions for automatic Sweepstakes entry. Entries from unauthorized card use or made with lost, stolen, or fraudulent MasterCard cards are void. Only purchases made with a MasterCard card that is in good standing (both at time of entry & winner selection) & issued by a MasterCard customer financial institution in the U.S. to an identifiable end user & that are processed & submitted through MasterCard International Incorporated's U.S. transaction processing system during the Promotion Period are eligible for automatic entry; or 2.) **To enter the Sweepstakes without making a purchase** & receive (1) entry, hand print your name, complete mailing address, telephone number, date of birth, & the words "MasterCard 2010 MLB® World Series® Sweepstakes with Fresh & Easy" on a plain 3" x 5" piece of paper & mail it in a sealed, stamped & hand printed #10 envelope to: MasterCard 2010 MLB® World Series® Sweepstakes with Fresh & Easy, P.O. Box 17171, Bridgeport, CT 06673-7171. Enter as often as you wish by mail, but each entry must be mailed separately to be received by 9/14/10. No photocopied, computer generated facsimiles, mechanically reproduced, or mass entries permitted. Your use of your MasterCard card to make a purchase and/or your submission of a 3" x 5" mail-in entry constitutes your consent to participate in this Sweepstakes & your consent for Sponsor to obtain, use, & transfer your name, address & other information for the purpose of administering this Sweepstakes. Released Parties are not responsible for lost, incomplete,

illegible, late, misdirected, stolen, postage-due, or mutilated entries or mail; any error, omission, interruption, defect or delay in transmission, transaction processing, or communication; technical or mechanical malfunctions; failures or malfunctions of phones, phone lines, or telephone systems; errors in these Official Rules, in any Sweepstakes-related advertisements or other materials; human-processing error; failures of electronic equipment, computer hardware or software; or inaccurate entry information, whether caused by equipment, programming used in this Sweepstakes, human error, or otherwise. Sponsor reserves the right, in its sole discretion, to void any & all entries of an entrant who Sponsor believes has attempted to tamper with or impair the administration, security, fairness, or proper play of this Sweepstakes. (1) Grand Prize: 3-day/2-night trip for winner & (1) guest to a 2010 MLB® World Series® game designated by Sponsor consisting of round-trip coach air transportation from major U.S. airport nearest winner's residence, (1) standard double-occupancy hotel accommodation, ground transportation to/from the airport & the applicable hotel, (2) tickets to the designated game, view MLB® batting practice on a date, time, & for a duration to be designated by Sponsor, & a \$300 MasterCard Gift Card which may be used toward spending money (Approximate Retail Value "ARV"=\$9,000). Actual value of prize will vary depending on winner's city of departure & site of designated game. Sponsor, in its sole discretion, reserves the right to provide ground transportation in lieu of air transportation. Trip must be taken on date(s) specified by Sponsor or prize will be forfeited & an alternate winner may be selected. If any prize-related activity(s) is canceled or postponed for any reason, balance of prize will be awarded in full satisfaction of prize award. Travel & hotel accommodation restrictions apply. Guest must be 18 years of age or older & winner & guest must travel on the same itinerary. Major League Baseball game, exhibition & event dates & times are determined in the sole discretion of the Office of the Commissioner of Baseball and/or Major League Baseball Properties, Inc., as applicable, & are subject to change. Winner & guest agree to comply with all applicable stadium regulations in connection with the prize. Sponsor & the applicable MLB Entities reserve the right to remove or to deny entry to winner and/or his/her guest who engage(s) in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the game, event or exhibition. Released Parties will not be responsible for Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation or postponement of any Major League Baseball game, event or exhibition. Winner & guest responsible for meals, insurance, incidentals, upgrades, gratuities, ground transportation other than per above, miscellaneous travel expenses including, but not limited to, airline luggage charges, & for all other expenses not specifically stated herein. (5) First Prizes: \$500 MasterCard Gift Card (ARV=\$500). (10) Second Prizes: 2010 MLB® World Series® Gift Bag: 2010 MLB® World Series® Officially Licensed MLB Bag, T-Shirt, commemorative baseball and wall clock (ARV=\$175). T-Shirt sizing to be determined solely by Sponsor. Total ARV of all prizes=\$13,250. MasterCard Gift Card restrictions may apply. Prize details not specifically set forth herein are at Sponsor's sole discretion. Federal, state, & local taxes & all other expenses not specified herein are winners' sole responsibility. All prizes are provided by Sponsor. **Winner Selection:** Winners will be selected in a random drawing on or about 9/17/10 from among all eligible entries received. Drawing will be conducted by P/S/T, an independent judging organization whose decisions will be final & binding in all matters relating to this Sweepstakes. Winners will be notified by P/S/T by telephone and/or mail. The first randomly selected potential Grand Prize winner that answers the telephone call placed by P/S/T notifying him/her of his/her potential winning status will be declared the Grand Prize winner, subject to verification of eligibility & the terms of these Official Rules. Messages will

not be left on answering machines or with live persons. In the event that a potential winner is selected via a MasterCard card transaction, prize will be awarded to the primary account holder (as determined by the MasterCard customer financial institution's account records & subject to said financial institution's timely identification of the account holder) named on the account accessed by the MasterCard card used to make the entry &, in the event that a corporate MasterCard card winning account is selected, prize will be awarded to the individual named on the MasterCard card that is used to transact the winning entry (as determined by the MasterCard customer financial institution's account records & subject to said financial institution's timely identification of the individual named on the applicable MasterCard card). If awarding of a prize is in conflict with corporate written policy, prize will be forfeited & an alternate winner may be selected. Odds of winning will depend on the number of eligible entries received. **Miscellaneous:** No transfer, assignment, cash redemption or substitution of prize (or portion thereof) except by Sponsor due to prize unavailability or causes otherwise determined solely by Sponsor, & then for a prize (or applicable portion thereof) of equal or greater value. Grand Prize winner will be required to execute & return an Affidavit of Eligibility, Liability Release & (where legal) Publicity Release within (3) days of issuance of notification. Grand Prize guest (if considered minor in his/her jurisdiction of residence, his/her respective parent or legal guardian) will be required to sign & return a notarized Liability Release & (where legal) Publicity Release prior to the issuance of prize documents. Grand Prize winner & guest may also be required to submit to a confidential background check to confirm eligibility & ensure that game attendance by such persons, or the use of any such persons in advertising or publicity, will not pose a security threat or bring Sponsor or Released Parties into public disrepute, contempt, scandal or ridicule or reflect unfavorably on Sponsor or Released Parties as determined by Sponsor in its sole discretion. Non-compliance with any of the foregoing may result in disqualification & awarding of prize to an alternate winner as determined by Sponsor. If any prize notification letter or prize is returned as undeliverable, winner will be disqualified & an alternate winner may be selected. By participating, entrants agree to be bound by these Official Rules & agree that: 1.) Released Parties & their designees & assigns shall have the right & permission to use (unless prohibited by law) their name, voice, city/state of residence, biographical information, photograph, and/or likeness for advertising and/or trade and/or any other purpose in any media or format, online or offline, now or hereafter known without further compensation, permission, or notification & 2.) Released Parties & their designees & assigns & all of their respective officers, directors, employees, shareholders, representatives & agents shall have no liability & will be held harmless for any liability, loss, injury or death to entrant or any other person, including, without limitation, damage to personal or real property, due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of a prize (including travel or prize activity related thereto) or participation in this Sweepstakes.

Winners List: For the winners' names, send a self-addressed, stamped envelope to be received by 11/2/10 to: MasterCard 2010 MLB® World Series® Sweepstakes with Fresh & Easy Winners, P.O. Box 13106, Bridgeport, CT 06673-3106.

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