

HOMESTYLE TRADITIONS

Gear up for Hunting Season Giveaway

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED. Giveaway period begins 10/05/11 and ends 11/01/11. All entries must be submitted no later than 11:59 p.m. on 11/01/11.

Eligibility. Giveaways open to all legal residents of Texas and Louisiana, age 18 or older on date of entry. The following individuals are not eligible to win any prizes: Owner members or employees of Brookshire Brothers, Ltd. ("Brookshire Brothers" or "Sponsor") or Brookshire Brothers subsidiaries or affiliated entities. Additionally the following individuals related or connected to any of the above-listed individuals are not eligible to win any prizes: Spouses or dependents, parents/guardians who claim the owner member/employee as a dependent for tax purposes, or people living in the same household.

How to enter: To enter (requires an internet connection), complete the online entry form at BrookshireBrothers.com using a code from Brookshire Brothers receipt, received during checkout between 10/05/11-11/01/11. You must be signed up to BBros Connects to enter this contest. Limit one online entry per person. See Courtesy Booth, in-store announcements, or brookshirebrothers.com for participation.

Prize: One (1) Grand Prize: Consists of the following: Winner will receive one (1) 2011 Kawasaki Mule Trans 4x4. Winner will be responsible for picking up the Grand Prize. Prizes are non-transferable, non-substitutable, and may not be redeemed for cash. Approximate retail value (ARV) of Grand Prize: \$11,000.00.

Four (4) First Place Prizes: Consists of the following: Winners will receive one (1) Bealls Gift Card valued at \$2,500.00. First Place Prize will be mailed to the closest Brookshire Brothers store. Prizes are non-transferable, non-substitutable, and may not be redeemed for cash. Approximate retail value (ARV) of First Place Prize: \$2,500.00 each. Approximate retail value (ARV) of all First Place Prizes: \$10,000.00.

Twenty-five (25) Second Place Prizes: Consists of the following: Winners will receive one (1) Brookshire Brothers Gift Card valued at \$75.00. Second Place Prize will be mailed to the closest Brookshire Brothers store. Prizes are non-transferable, non-substitutable, and may not be redeemed for cash. Approximate retail value (ARV) of Second Place Prize: \$75.00 each. Approximate retail value (ARV) of all Second Place Prizes: \$1,875.00.

Winner: Winner will be selected by Brookshire Brothers from among all eligible online entries from the Brookshire Brothers website at brookshirebrothers.com. Drawing will take place at the Brookshire Brothers, Ltd. Corporate offices in Lufkin, TX. at 1:00 p.m. on 11/04/11. Winner need not be present to win. Winner will be notified by the email address that is associated with their BBrosConnect account. The notification will specify a time period within which the winner must contact Brookshire Brothers to claim the prize. In the event that (a) the winner does not contact Brookshire Brothers as specified in the notification, or (b) any prize notification is returned to Sponsor as undeliverable, the winner shall be deemed to have forfeited the prize, and an alternate winner will be selected. If necessary, alternate winners may be selected from any pool of eligible entries. Prize will only be delivered to addresses within LA or TX.

Odds of winning: Odds of winning online event depend on number of eligible entries received. Purchase will not change odds of winning and will not help you win. Your chances of winning without making a purchase are the same as the chances of someone who purchases something.

Other: Giveaway void where prohibited and subject to all applicable laws and regulations. Entry and acceptance of prize constitutes agreement to be bound by the Official Rules, permission to use the winner's name and/or likeness for advertising and promotion without further compensation, and a release of Sponsor and its affiliates, directors, officers, shareholders, employees, agents and promotional agencies, from any and all claims or liability arising out of participation in Giveaway or acceptance or use of prize. No responsibility is assumed by Sponsor for (a) technical, electronic, cash register, scanning equipment, telephone, hardware, software or network, computer or data transmission errors, malfunctions or difficulties of any kind, or programming errors or failures, or (b) for lost, late, illegible, incomplete, incorrectly addressed, non-delivered, postage-due or misdirected mail or entries, or (c) for any human or other error which may occur in the processing of entries, or the incorrect or inaccurate capture of entry or other information, or the failure to capture, or loss of, any such information; or (d) any condition caused by events that may cause the promotion to be disrupted or corrupted. In no event will Sponsor be responsible or liable for any damages or losses of any kind, whether direct, indirect, incidental, consequential, punitive or other damages. Sponsor reserves the right in its sole discretion to cancel, modify or suspend the promotion or any portion thereof should computer hardware or software malfunctions (such as but not limited to virus, bugs, worms, tampering, unauthorized intervention, fraud, technical failures) or any other causes corrupt the administration, security, submission of entries/plays or proper play of the game, and select the winners from entries received prior to the action taken or in such other manner as deemed fair and appropriate by Sponsor. Invalidity of any provision of the Official Rules shall not affect any other portion thereof. Sponsor reserves right to change Official Rules or cancel Giveaway without notice.

Winner List. Winners will be posted on website, brookshirebrothers.com no later than 11/11/11

Sponsor. Brookshire Brothers, Ltd., Lufkin, Texas