

DG SHOPPER PANEL SWEEPSTAKES RULES & REGULATIONS

1. SWEEPSTAKES PERIOD: The DG Shopper Panel Sweepstakes starts on **January 1st, 2017 and closes on December 31st, 2017**; 12:00 PM Pacific Time. The Sweepstakes is sponsored by Dollar General Corporation (the “Sponsor”). Vision Critical Communications Inc. (“VCCI”) has been retained by the Sponsor to administer the Sweepstakes. The Sponsor is and shall remain solely responsible for the delivery of the Prize(s) to the winner(s).

2. ELIGIBILITY: This Sweepstakes is open to all registered members of the DG Shopper Panel and other individuals directly contacted by VCCI and invited to participate in the Dollar General Corporation Study (“Entrants”). All Entrants must be 18 years of age or older, at the time of entry into the Sweepstakes. If a minor is selected, the parent or legal guardian of the selected entrant must sign an affidavit, in order for their child to be declared the winner. The prize will be issued in the parent or legal guardian’s name. Employees, agents and representatives of the Sponsor and its subsidiaries and affiliates, VCCI and its subsidiaries or affiliates and each of their respective advertising and promotion agencies are not eligible to win, nor are the parents, siblings and children of any such employee, agent or representative or any person with whom such employee, agent or representative is domiciled.

3. PRIZES: There will be monthly random draws (the “Draws”) in the Sweepstakes consisting of **ten (10) prizes worth \$10 USD each (the “Prizes”) for an aggregate of \$1200** in Prizes to be given away during the Sweepstakes Period. The Prizes will be awarded on the last business day of the month [the “Draw Dates”]. All Prizes are to be awarded in US dollars.

4. HOW TO PARTICIPATE: The Sweepstakes is offered electronically via the Internet. All Entrants who are members of the DG Shopper Panel are automatically entered into the Sweepstakes. All other Entrants may enter the Sweepstakes by following the link in the Entrant’s invitation to the DG Shopper Panel website and completing the initial questionnaire online. Entrants will receive one (1) total entry for a study completed during the Sweepstakes period.

Completion of DG Shopper Panel Surveys is not required to enter the Sweepstakes. Entrants may enter the Sweepstakes by using the alternate means of Sweepstakes entry set out in item 5.

5. NO PURCHASE NECESSARY TO ENTER OR WIN - ALTERNATE MEANS OF SWEEPSTAKES ENTRY: Entrants may receive one (1) entry by legibly printing the Entrant’s name, street address, city, state, postal code, telephone number, complete email address, on a 3 x 5 inch (or 7.5 x 12.5 cm) piece of paper and mailing it to Vision Critical Communications Inc. DG Shopper Panel Sweepstakes, Vision Critical Communications Inc., 200 Granville Street, Mezzanine Floor, Vancouver, BC, V6C 1S4, Canada. All entries become the exclusive property of VCCI and will not be acknowledged or returned.

Please note the URL address of the survey is necessary to identify the specific Sweepstakes being entered. Mail-in entries that do not include the URL address will not be valid.

6. SWEEPSTAKES DRAW(S): The draw will be held in Vancouver, British Columbia on each of the Draw Dates from all eligible entries received. Winners will be determined by random drawing from all eligible entries received by VCCI. The odds of winning depend on the number of eligible entries received. The odds of an entry winning any Prize will be the same, whether the entry was automatically generated or by alternate means of entry.

7. PRIZE AWARDING: Winner will be notified by email within 15 days of the drawing. Prizes will be awarded only on verification by VCCI that all Sweepstakes requirements have been met by the winners. Each Prize must be accepted as awarded and no substitution, transfer, conversion or assignment of Prizes will be allowed, unless at the discretion of the Sponsor which may substitute a Prize of comparable or greater value. No correspondence will be entered into except with selected Entrants at the email address listed on the VCCI systems, or on the mail-in entries. VCCI will notify the winner by email within fifteen (15) days of the Draw Date. The winner will have two (2) business days from notification to accept the Prize by email. VCCI is not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify the winner. If a selected Entrant cannot be contacted within the allotted time VCCI reserves the right to void that entry and select another eligible Entrant for that Prize. In order to be declared an official winner the selected Entrants will be required to complete, sign and return to VCCI a Declaration and Release Form within two (2) business days of receipt. If a selected Entrant(s) fails to complete, sign and return the Declaration and Release Form to VCCI within two (2) business days the Sponsor reserves the right to void that entry and select another eligible Entrant for that Prize. By completing, signing and returning the Declaration and Release Form, the Entrant (i) confirms compliance with these Sweepstakes Rules and Regulations, (ii) releases and forever discharges the Sponsor, its affiliates and subsidiaries, VCCI, its affiliates and subsidiaries and their respective advertising and promotional agencies from all claims, demands, damages, actions and causes of action arising or to arise by reason of the acceptance or use of the Prize, and (iii) gives permission to the Sponsor and VCCI, at their option, to publish or otherwise use the Entrant's name, address, photograph, voice and comments, without compensation, in any publicity carried out by the Sponsor or VCCI or their respective advertising agencies.

Any Cash Prize awarded will be delivered by the Sponsor to official winners within four (4) to six (6) weeks after receipt of the signed and fully completed Declaration and Release Form. A cheque will be issued to the official winner and delivered via the United States Postal Service.

Any Online Gift Card Prize will be delivered by the Sponsor to official winners within eight (8) to ten (10) weeks after receipt of the signed and fully completed Declaration and Release Form via email from the respective Vendor website. *VCCI is not responsible for and shall not be liable for late, lost, or misdirected communication from the Vendor website to the official winners email address.*

All other Prizes will be delivered by the Sponsor to official winners at the mailing address listed on the completed Declaration and Release Form or on the mail-in entries in four (4) to six (6) weeks after receipt of the signed and fully completed Declaration and Release Form.

8. SWEEPSTAKES GENERAL RULES: By entering the Sweepstakes, Entrants agree to abide by these Sweepstakes Rules and Regulations and the decisions of VCCI, which are final.

9. WINNERS LIST: To obtain a copy of the winner list or a copy of the Sweepstakes Rules and Regulations, send your request to: Vision Critical Communications Inc, DG Shopper Panel Sweepstakes Winners List, 200 Granville Street, Mezzanine Floor, Vancouver, BC, V6C 1S4, Canada Requests must be received no later than December 31st, 2017; and must enclose a self-addressed stamped envelope.

10. DISQUALIFICATION: Neither the Sponsor or VCCI are responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, or other error of any kind whether human, mechanical or electronic. Persons found tampering with or abusing any aspect of this Sweepstakes or the operation of the DG Shopper Panel website or any other VCCI hosted website, as determined by VCCI, in its sole discretion, will be disqualified. If disqualified for any of the above abuses, VCCI reserves the right to



terminate the Entrant's eligibility to participate. In the event any portion of this Sweepstakes is compromised by virus, bugs, non-authorized human intervention or other causes beyond the control of VCCI, which in the sole opinion of VCCI, corrupts or impairs the administration, security, fairness or proper entry into the Sweepstakes, VCCI reserves the right, in its sole discretion, to suspend or terminate the Sweepstakes and to award Prize(s) to individuals selected at random from the pool of Entrants received up to the point of termination. In no event will more Prizes be awarded than those listed in the Sweepstakes Rules and Regulations.

11. TAX INFORMATION: Liability for any applicable taxes imposed by any government, if any, on any Prize won is the sole responsibility of the winner of such Prize.

12. APPLICABLE LAWS: This Sweepstakes is subject to all applicable federal, state and county laws. Void where prohibited or restricted by law.

13. PRIZE DISCLAIMER: The Sponsor is solely responsible for the delivery of the Prizes to the Prize winners, as declared by VCCI. VCCI shall not be responsible or liable to Entrants for any losses, damages or costs incurred as a result of Entrants entering the Sweepstakes or use of a Prize won in connection with this Sweepstakes or the failure by the Sponsor to deliver the Prize to the winner in accordance with the Sweepstakes Rules and Regulations. By participating in the Sweepstakes, each Entrant agrees to release and hold harmless VCCI and the employees, officers, directors, shareholders, agents, representatives of VCCI, its parent company, affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, harmless from any and all losses, damages, rights, claims and actions of any kind in connection with the Sweepstakes or resulting from acceptance, possession, or use of any prize, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy.

Any Prize awarded will be delivered by the Sponsor, VCCI or by a third-party retained by the Sponsor or VCCI for the purpose of fulfilling the prize (in which case the Entrant consents to the disclosure of his/her name, address and such other personal information as is required for the limited purpose of delivering the prize to the winner)

14. DATA PROTECTION NOTICE: Entrants' personal information is protected by Vision Critical's Privacy Policy. The Vision Critical Privacy Policy can be found at the bottom of the survey page labeled "Privacy Policy" or to view the VCCI Privacy Policy log on to the VCCI website at www.visioncritical.com and select Privacy Policy.