

**LAKE SUN GROCERY DASH SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR TO WIN. MAKING A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

SWEEPSTAKES ENTRY PERIOD

The entry period for the Lake Sun (the "Publication") Grocery Dash Sweepstakes (the "Sweepstakes") begins at 6:00 a.m. Central Time ("CT") on April 4, 2017 and ends at 5:00 p.m. CT on April 25, 2017 (the "Sweepstakes Entry Period").

RANDOM DRAWING DATE

May 9, 2017

ELIGIBILITY

The Sweepstakes is open only to legal residents of the United States who are eighteen (18) years of age or older at the time of entry and who reside within fifty (50) miles of the circulation area of the Publication (the "Entrant" or "Entrants"). Employees, contractors and interns of GateHouse Media, LLC and GateHouse Media Missouri Holdings, Inc. (together, "GateHouse Media"), and HyVee, and each of their respective divisions, affiliates, parent companies, subsidiaries, advertising and promotion agencies (including, in each case, immediate family members) are not eligible to enter the Sweepstakes. For purposes of this Sweepstakes, "immediate family members" is defined as spouses, siblings, parents, children, grandparents and grandchildren, whether as "in-laws", or by current or past marriage, remarriage, adoption, cohabitation or other familial extension, and any other persons residing at the same household location, whether or not related. In order to enter the Sweepstakes or win the prize, the Entrant must comply fully with these official rules (the "Official Rules"), and by entering agrees to be bound by these Official Rules and the decisions of GateHouse Media, whose decisions shall be binding and final in all respects.

HOW TO ENTER THE SWEEPSTAKES AND SWEEPSTAKES RULES

The official toll-free entry hotlines for this Sweepstakes are as follows: (a) 866-903-0526, (b) 866-327-1947, (c) 877-491-2873 and (d) 866-903-0523 (the "Hotline" or "Hotlines"). The Entrant must call one of the Hotlines during the Sweepstakes Entry Period between the hours of 6:00 a.m. and 5:00 p.m. CT. Entrants can call from a landline or a mobile phone. Entrants will be asked to provide their name, mailing address, phone number, e-mail address (optional) and date of birth (the "Contact Information"). By providing the Contact Information to the Publication, the Entrant gives permission to the Publication to use the Contact Information for entry into the Sweepstakes. During the call, the Entrant will be offered a special promotional offer (the "Offer") from the Publication.

An Entrant does not need to listen to the Offer to be entered in the Sweepstakes. An Entrant does not need to purchase the Offer from the Publication or any other item or service to be entered in the Sweepstakes. All Entrants calling the Hotline during the Sweepstakes Entry Period and providing Contact Information will be entered in the Sweepstakes. Please note that an Entrant does not win a prize simply for calling the Hotline.

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Entries for the Sweepstakes will not be accepted online, or through e-mail, via facsimile, postal mail, express mail delivery or at the offices of the Publication. Use of any automated system to participate in this Sweepstakes is prohibited and may result in disqualification of the Entrant. In the event of a dispute as to any entry, the authorized account holder is the natural person assigned a phone number by a phone service provider.

An Entrant is allowed one (1) Entry during the Sweepstakes Entry Period.

GateHouse Media is not responsible for telephone service outages, delays, equipment malfunctions, busy signals, hang-ups, errors or data loss of any kind, lost or unavailable connections, or late, lost, failed, incomplete, garbled or deleted entries, transmissions, or voicemails or other network or technological difficulties that may prevent an Entrant from completing his/her telephone call or for printing errors in any advertisement, entry form, or the rules. GateHouse Media reserves the right to disqualify any Entrant who acts in a disruptive, harassing, vulgar, or unsportsmanlike manner, as determined by GateHouse Media in its sole discretion.

Entrants should note that standard charges levied by mobile phone carriers may apply for Entrants calling the Hotline from a mobile phone.

GRAND PRIZE DRAWING

The Grand Prize drawing (the "Drawing") will be conducted at the offices of the Publication on May 9, 2017 and one (1) winner will be selected in the Drawing (the "Grand Prize Winner").

ODDS OF WINNING

Odds of winning depend on the total number of eligible Entries received by the Publication by the Submission Deadline.

NOTIFICATION OF THE WINNER

The potential Grand Prize Winner will be notified by phone or e-mail in accordance with the contact information provided at the time of entry. GateHouse Media will attempt to contact the Grand Prize Winner during regular business hours at the number and email address provided. GateHouse Media is not responsible for changes in an Entrant's phone number. No telephone messages will be left. Failure to reach winner by phone after three (3) telephone and/or three (3) email attempts may result in disqualification of winner, forfeiture of the prize package, and selection of a substitute winner from among all remaining eligible entries. The potential prize winner may be required to show proof of being the authorized account holder of the phone number provided at the time of entry.

REQUIRED DOCUMENTATION

The potential Grand Prize Winner is required to complete execute and return to the Publication, within ten (10) days of being notified as a winner, the following documentation: (a) Affidavit of Eligibility, Liability and Publicity Release (must also be notarized) and (b) IRS W-9 form (i.e. Request for Taxpayer Identification Number and Certification) before any prize is awarded. By entering the Sweepstakes, an Entrant agrees to execute these documents if selected as a winner. Except where prohibited by law, failure to execute any of these documents or comply with any of these terms will result in forfeiture of the prize.

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PRIZE

One (1) prize package will be awarded in this Sweepstakes.

The Grand Prize Winner will receive a two (2) minute “grocery dash” to take place at 8:00 a.m. CT on May 17, 2017, at HyVee located at 929 Highway D in Osage Beach Missouri (the “Dash”) to fill up as many grocery carts as time allows. The Grand Prize Winner starts at a designated point with a standard-size shopping cart and will have two (2) minutes to run through the store at the sound of the horn. The Grand Prize Winner should grab and cart items for sale until hearing the final horn. If time permits, the Grand Prize Winner will be allowed to fill more than one shopping cart. The Grand Prize Winner must bring the filled shopping cart to the front of the store before exchanging for an empty shopping cart. The Grand Prize Winner must stop immediately upon hearing the final horn. Any item(s) taken after the horn will be removed from the shopping cart. The items gathered during the allotted time in the shopping cart(s) will be the Grand Prize Winner’s winning.

The Grand Prize Winner will not be allowed to shovel mass amounts of product off the shelves and will only be allowed to collect no more than two (2) items of a particular brand of an item.

Additional Dash rules and exclusions apply and, will be provided to the Grand Prize Winner along with the layout of the participating HyVee, prior to the Dash.

The ARV of the Grand Prize is dependent about the number and dollar value of the items gathered by the Grand Prize Winner during the Dash (the “Total Amount”). In no event shall the ARV exceed seven hundred fifty dollars (\$ 750.00) (the “Prize Amount”) . In the event the Total Amount exceeds the Prize Amount, the Grand Prize Winner has the option to either pay the difference between the Total Amount and the Prize or to remove items from the cart.

If the Grand Prize Winner is not available at the time and place of the Dash, he/she will forfeit the grand prize and another winner will be selected in a random drawing from all remaining eligible Entrants. If a potential winner is disqualified, GateHouse Media reserves the right to determine an alternate winner or to not award this prize package at all.

TAXES

All local, state and federal taxes incurred by accepting a prize will be the sole responsibility of the Grand Prize Winner. Any person winning over \$600 in prizes during any one year period will receive an IRS Form 1099 at the end of the calendar year, and a copy of such form will be filed with the IRS.

PRIZE CONDITIONS

No substitution or transfer of the prize will be allowed, except at the sole discretion of GateHouse Media. GateHouse Media reserves the right to substitute prizes of equal or greater value. The prize has no cash value and may not be redeemed for cash at any time.

All decisions of GateHouse Media regarding the Sweepstakes are final.

PUBLICITY RELEASE

By participating in the Sweepstakes, each Entrant acknowledges that his/her Entry in the Sweepstakes constitutes that Entrant’s consent to use, publish, reproduce and for all purposes, including publicity, promotion and advertising, in any media (including, without limitation, the

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Internet, television or offline promotions), the winner's name, voice, likeness and any portion thereof, each extending throughout the universe and in perpetuity without further compensation, credit or right of review or approval, except where prohibited by law.

WAIVER AND RELEASE OF LIABILITY

By participating in the Dash, the Grand Prize Winner hereby releases, waives, discharges and covenants not to sue, GateHouse Media and each of its divisions, affiliates, parent companies, subsidiaries, advertising and promotion agencies and employees (the "Releasees") from any and all liability, claims, demands, actions and causes of action whatsoever arising out of or related to any loss, damage, or injury, including death, that may be sustained by the Grand Prize Winner, or any of the property belonging to the Grand Prize Winner, whether caused by the negligence of the Releasees, or otherwise, while participating in the Dash, or while in, on or upon the premises where the Dash is being conducted. The Grand Prize Winner acknowledges the unusual risks involved and hazards connected with the Dash, and elects to voluntarily participate in the Dash with full knowledge that the Dash may be hazardous to the Grand Prize Winner and the Grand Prize Winner's property. The Grand Prize Winner voluntarily assumes full responsibility for any risks of loss, property damage or personal injury, including death, that may be sustained by the Grand Prize Winner, or any loss or damage of property owned by the Grand Prize Winner, as a result of participating in the Dash, whether caused by the negligence of Releasees or otherwise. The Grand Prize Winner further agrees to indemnify and hold harmless the Releasees from any loss, liability, damage or costs, including court costs and attorney fees, that they may incur due to the Grand Prize Winner's participation in the Dash, whether caused by negligence of Releasees or otherwise.

CONDITIONS

By entering, Entrants agree to comply with these Official Rules and the decisions of GateHouse Media, which are binding and final, and release GateHouse Media, and each of its divisions, affiliates, parent companies, subsidiaries, advertising and promotion agencies and anyone associated with the production of this Sweepstakes, and their respective directors, officers, employees and agents from any and all liability for any claims, injuries, losses or damages (including attorneys fees) of any kind arising out of their participation in this Sweepstakes or resulting from acceptance, possession, use or misuse of any prize. The potential prize winners waive the right to assert as a cost of winning the prize any and all costs of verification and redemption or travel to redeem said prize and waives any liability or claims (including attorneys fees) which might arise from redeeming or seeking to redeem said prize. In the event of non-compliance with these Official Rules, or if prize notification is returned to GateHouse Media as undeliverable, if prize is refused or cannot be accepted for any reason, the prize will be forfeited and an alternate winner will be selected in a random drawing. Upon forfeiture or refusal, no compensation will be given. All entries become the property of GateHouse Media. This Sweepstakes shall only be construed and evaluated according to the laws of the state of Missouri, without regard to the principles of conflicts of laws and submission of any entry constitutes acceptance of such laws. This Sweepstakes is void where prohibited. All federal, state and local laws and regulations apply.

This Sweepstakes is not intended for gambling. If it is determined that an Entrant is using the Sweepstakes for gambling purposes, he/she will be disqualified and reported to authorities.

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GateHouse Media and its affiliates reserve the right to use any and all information related to the Sweepstakes, including information on Entrants obtained through the Sweepstakes, for marketing purposes or any other purpose, unless prohibited by law.

GateHouse Media and their affiliates reserve the right to change the rules of the Sweepstakes at any time.

NAME OF WINNER

To obtain the name of the Winner, contact the Publication at 573-346-2132.

SPONSOR

GateHouse Media Missouri Holdings, Inc. d/b/a Lake Sun, 175 Sully's Trail, Pittsford, New York 14534.