

**Rite Aid
"Fill Up & Fuel Up" Sweepstakes
Official Rules**

NO PURCHASE OR OTHER CONSIDERATION NECESSARY TO ENTER OR WIN, NOR WILL MAKING A PURCHASE INCREASE YOUR CHANCES OF WINNING. Sweepstakes runs for eight (8) weeks, beginning February 28, 2010 at 12:00:01 AM Eastern Time (ET) and ends April 24, 2010 at 11:59:59 PM ET.

HOW TO ENTER: Beginning 12:00:01 a.m. ET on Sunday, February 28, 2010 eligible participants, who transfer a prescription (the "offer") from another pharmacy to a participating Rite Aid Pharmacy, will be automatically entered into the Rite Aid "Fill Up & Fuel Up" Sweepstakes (the "Sweepstakes"). For every prescription included in the transaction where the promotion coupon was used, the customer's name will be entered the equal amount of times in that week's drawing (e.g. 5 prescriptions = 5 entries). Entries must be received during the entry period indicated in the chart below to be eligible for that weekly drawing. Non-winning entries will be rolled over into subsequent weekly drawings, as long as the transferred prescription remains at Rite Aid. Medicaid, Medicare and any other federal and state government or other publicly funded program prescriptions are not eligible. Current Rite Aid customers who have used a Pharmacy coupon offer in the last six (6) months are not eligible, unless otherwise noted. Offer only valid when prescription is filled and paid for at the time of transfer. Offer only valid on a prescription not previously filled at, or transferred from, another Rite Aid location. Offer void in New Jersey and New York, and wherever restricted or prohibited by law. Not valid on prescriptions for controlled substances where prohibited by law.

Weekly Drawing #	ENTRY PERIOD All eligible entries received		Random Drawing Date (on/about)
	From the Start of Day (ET) on	by 11:59:59 PM (ET) on	
1	12:00:01 AM on 2/28/10	3/6/2010	3/12/2010
2	3/7/2010	3/13/2010	3/19/2010
3	3/14/2010	3/20/2010	3/26/2010
4	3/21/2010	3/27/2010	4/2/2010
5	3/28/2010	4/3/2010	4/9/2010
6	4/4/2010	4/10/2010	4/16/2010
7	4/11/2010	4/17/2010	4/23/2010
8	4/18/2010	4/24/2010	4/30/2010

To enter without transferring a prescription, send your full name, street address (no P.O. boxes accepted), city, state, zip, telephone number and age, hand-printed on a 3 x 5 card and mailed in a #10 business-size envelope, with first class postage affixed to: Rite Aid "Fill Up & Fuel Up" Sweepstakes, 625 Panorama Trail, Bldg. 2 Suite 100, Rochester, NY 14625-2437. Only one (1) entry per envelope accepted. Sponsor not responsible for late, lost, misdirected, mutilated or illegible mailed entries or entries not received in time for one of the random drawings. No mechanically reproduced entries permitted. Mailed entries will be included in the next drawing following their receipt, based on postmark. Non-winning write in entries will be automatically re-entered each week in the sweepstakes.

ELIGIBILITY: Participation is limited to individuals who are legal residents of the fifty (50) United States and the District of Columbia (excluding New Jersey, and New York), and are at least eighteen (18) years of age as of their date of entry. Employees, directors, immediate families (spouses, children, household members) of Rite Aid, as well as any of its subsidiaries, affiliates,

advertising and promotion agencies, and other individuals or companies directly involved in this promotion are not eligible.

PRIZES: There will be eight (8) Prize Winners, who will each receive Gas Gift Cards totaling \$2,600. No substitution or transfer of this prize will be permitted, except at the sole discretion of the Sponsor. Winner is solely responsible for any applicable federal, state, or local taxes on prize. Odds of winning will depend on the total number of eligible entries received. Limit one (1) weekly prize per person or household. Total maximum value of all Gas Card prizes being awarded: \$20,800.

PRIZE DRAWINGS: One (1) weekly prize winner per drawing will be selected in a random drawing on or about each drawing date indicated in the chart in the "How to Enter" section above, from among all eligible entries received within the corresponding entry period. Random drawings will be conducted by an Independent Sweepstakes Administrator (ISA), whose decisions are final on all matters relating to this offer. Potential winners will be notified by telephone and confirmed in writing, within approximately five (5) days of each drawing date.

SWEEPSTAKES TERMS & CONDITIONS: Prize winners may be required to sign and return an executed Affidavit of Eligibility a Liability Release, and where allowable, a Publicity Release within seven (7) days of receipt of written notification, or the prize may be forfeited and another winner selected. By entering the Sweepstakes, it is understood that the customer is permitting Rite Aid to use their name and mailing address to send the Gas Gift Card should the customer be chosen at random to receive a Gas Gift Card. California law requires that residents must authorize Rite Aid to mail the Gas Gift Card to their homes. Return of any prize notification as undeliverable will result in disqualification and an alternate winner will be selected. Winner agrees that the Sponsor, its affiliates, the ISA, and their agencies and employees shall not be liable for injury, loss or damage of any kind resulting from participating in this promotion or from the acceptance or use/misuse of any prize awarded. Sponsor is not responsible for lost or stolen prizes or misdirected verification materials. Winners consent to the unlimited use of their name, photo, and likeness for advertising and promotional purposes for no additional compensation (except residents of TN). All federal, state and local laws and regulations apply. All entries submitted become the sole property of the Sponsor, who reserves the right to cancel or modify the sweepstakes or disqualify an entrant if fraud, misconduct, typographical or other production errors or technical failures destroy the integrity of the Sweepstakes, as determined solely by the Sponsor. Sponsor is not responsible for technical hardware or software failures of any kind, lost/unavailable network connections, or failed/incomplete, garbled or delayed computer transmission, which may limit a user's ability to participate. In the event of termination, a random drawing held from among all eligible entries received prior to the time of termination. Any attempt by an individual to deliberately damage or undermine the legitimate operation of this sweepstakes is in violation of criminal and civil laws, and should such an attempt be made, Sponsor reserves the right to seek damages to the fullest extent of the law. Sponsor is not responsible for any printing/production-related aspects of the offer, sweepstakes administration, or prize announcements.

WINNERS LIST: To receive written confirmation of the winners, mail a self-addressed and stamped envelope to; Rite Aid "Fill Up & Fuel Up" Sweepstakes Winners List Request, PO Box 25497, Rochester, NY 14625-0497. Requests must be received by 6/30/10.

INDEPENDENT SWEEPSTAKES ADMINISTRATOR: US Sweepstakes & Fulfillment Company, 625 Panorama Trail (Building #2, Suite #100), Rochester, NY 14625.

SPONSOR: Rite Aid, 30 Hunter Lane, Camp Hill, PA 17011.

Void in NJ, NY, Puerto Rico and where prohibited.