

OFFICIAL RULES & REGULATIONS

2009 Day with David Babaii Sweepstakes

FOR PERMANENT LAWFUL RESIDENTS OF AL, CA, CO, CT, DC, DE, GA, ID, IN, KY, LA, MA, MD, MI, MS, NC, NH, NJ, NE, NY, OH, OR, PA, RI, SC, TN, UT, VA, VT, WA, AND WV ONLY.

Presented by Rite-Aid Stores, Inc. & Eco Beauty Ventures, LLC

NO PURCHASE NECESSARY

1. How to Enter: NO PURCHASE NECESSARY / ELECTRONIC ENTRIES & MAIL-IN ENTRIES FOR PERMANENT LAWFUL RESIDENTS OF THE STATES LISTED ABOVE ONLY.

The Day with David Babaii Sweepstakes ("Sweepstakes") begins at 12:01 a.m. (Eastern Time ["ET"]) on November 1, 2009 and ends at 11:59 p.m. ET on December 1, 2009 ("Sweepstakes Period"). Sweepstakes entries will be accepted by via the Ride Aid web site or Mail-In Entries.

a) To enter, go to: www.riteaid.com and complete your entry.

b) 3" x 5" Mail-in Entries: You may enter by legibly hand printing in ink your name, complete mailing address, including zip code, daytime and evening phone numbers and age on a plain 3" x 5" card and mailing the 3" x 5" card in a properly addressed #10 envelope with sufficient postage affixed to: Day with David Babaii Sweepstakes c/o Eco Beauty Ventures, 30575 Bainbridge Road, Suite 200 Solon, OH 44139. All mail-in entries must be postmarked by December 1, 2009 and received by December 10, 2009. Limit of one entry per stamped envelope per household per day.

No mechanically reproduced, forged or altered entries are permitted. There will be no verification of receipt of entries. All entries submitted become the sole property of the Sweepstakes Entities and will not be returned.

2. Eligibility: To enter the Sweepstakes, you must be a lawful permanent resident AL, CA, CO, CT, DC, DE, GA, ID, IN, KY, LA, MA, MD, MI, MS, NC, NH, NJ, NE, NY, OH, OR, PA, RI, SC, TN, UT, VA, VT, WA, AND WV ONLY and

be 18 years of age or older as of June 1, 2009. Sweepstakes is void outside the states listed above and where restricted or prohibited by law. The Sweepstakes, and any web site pages and advertisements relating thereto, are intended for viewing only within the continental United States. Employees of Rite-Aid Stores, Eco Beauty Ventures, LLC, their respective parent companies, subsidiaries, affiliates, advertising, promotion agencies and the directors, officers, employees or agencies, and any of their respective partners or prize suppliers, their affiliated companies, parents, subsidiaries and advertising and promotion agencies, (collectively, "Sweepstakes Entities"), and their immediate families (defined as spouse, mother, father, in-laws, grandmother, grandfather, brother, sister, children and grandchildren) and members of their households, are ineligible to participate in this Sweepstakes.

3. Drawing and Notification: One (1) potential Grand Prize winner will be selected in a random drawing, on or about December 15, 2009 from among all eligible entries received by Rite-Aid Stores, Inc. ("Sweepstakes Administrator"). The Sweepstakes Administrator's decisions are final and binding in all respects. Odds of being selected as a winner depend on the number of eligible entries received. The potential winner will be notified by phone or mail and must respond to the notification within seven (7) business days of the notification attempt or the potential winner will be disqualified and alternate winners will be selected.

4. Grand Prize: One (1) Grand Prize Winner: One Grand Prize winner will receive a prize package for two to Beverly Hills, CA. The Grand Prize includes: Two (2) round-trip coach class airfare transportation tickets from a major airport closest to the winner's home to Los Angeles, CA, two (2) night hotel accommodations at a Sponsor specified hotel, based on double occupancy, transfers between arriving Los Angeles airport and Hotel, including return: A hair and beauty makeover from David Babaii, including lunch with David and assorted beauty gifts. The Approximate Retail Value (ARV) of the Grand Prize is \$3,000.00.

All other expenses and costs, not expressly listed above, including, but not limited to, taxes, meals, tips, transportation and entertainment is each winner's sole responsibility. No transfer, substitution, or cash equivalent for prizes allowed. Sweepstakes Entities reserve the right to substitute a prize (or portion of the prize) with one of equal or greater value if a prize cannot be awarded as described for any reason.

7. Prize Conditions: The potential Grand Prize winner will be required to execute an Affidavit of Eligibility, a Liability Release and, where legal, a Publicity Release ("Affidavit/Release). Such documents must be signed and returned by the date and/or time indicated within such documents. If a potential winner fails to sign and return such documents within that time, or if an entrant is found to be ineligible, or if he/she does not comply with the Official Rules, then the potential winner will be disqualified and an alternate winner will be selected, time permitting. If prize/prize notification is returned as undeliverable, this will result in disqualification and an alternate winner will be selected. In the event the race is cancelled or postponed for reasons beyond Sweepstakes Entities' control, a prize of equal or greater value will be provided by Sponsor. All federal, state or other tax liabilities (including income taxes) arising from this Sweepstakes will be the sole responsibility of each winner. Prize package must be used on dates specified or prize will be forfeited. Certain restrictions may apply. Grand Prize winners and respective travel companions must travel together on the same itinerary, including the same departure date, destination date, destination and return date, and must have valid travel documents (i.e. valid photo I.D.) prior to departure. Guest of the Grand Prize winner will be required to execute a Release of Liability prior to use of prize. All travel must be taken and all prizes must be used on/by dates specified by the Sweepstakes Entities. All portions of the prizes must be used on dates specified or prize will be forfeited. In the event the race is cancelled or postponed for reasons beyond Sweepstake Entities' control, that portion of the prize will not be awarded and no additional compensation will be provided. Flight schedules are subject to change without notice. Once travel commences, no stopovers are permitted; if stopover occurs, full fare will be charged from stopover point for the remaining segments, including return, of the trip. The Sweepstakes Entities are not liable for any expenses incurred as a consequence of flight cancellation/delay. Seat selection and timing of trip subject to availability and confirmation of reservations. Trips may not be combined with any other offer and travel may not qualify for frequent flyer miles. Except where prohibited by law, the winners' entries and acceptance of the prizes constitutes permission for the Sweepstakes Entities to use said winners' names, photographs, likeness, statements, biographical information, voices, and city and state addresses on a worldwide basis, and in all forms of media, in perpetuity, without further compensation.

8. Sweepstakes Conditions: This Sweepstakes is subject to all applicable federal, state and local laws. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sweepstakes Entities and Sweepstakes Administrator, and waive any right to claim ambiguity in the Sweepstakes or these Official Rules. The winners and entrants also agree to release, discharge, indemnify and hold harmless the Sweepstakes Entities and each of their respective officers, directors, employees, representatives and agents from and against any claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any Sweepstakes-related activity or participation in this Sweepstakes.

9. Limitations of Liability: Sweepstakes Entities do not assume any responsibility for incorrect or inaccurate capture of entry information, including, but not limited to, technical malfunctions, human or technical error, printing errors, lost / delayed / garbled data or transmission, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Sweepstakes Entities are not responsible for lost, late, damaged, delayed, destroyed, misdirected, incomplete, illegible, postage-due or mutilated entries. Sweepstakes Entities may prohibit an entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, deception or other unfair playing practices or intending to annoy, abuse, threaten or harass any other entrants or Sweepstakes Entities' representatives. The winners agree to release, hold harmless, and forever discharge the Sweepstakes Entities from any and all claims, demands, losses and liabilities, of any nature whatsoever, which he or she may now or hereafter assert, including but not limited to, claims for injury, death or illness arising out of or claimed to be arising out of Sweepstakes entry, prize acceptance or use/misuse of the aforesaid prizes.

10. Winners List: For the name of the winner in this Sweepstakes, which will be available after December 15, 2009, send a self-addressed, stamped envelope with a written request, to: The 2009 Win a Day with David Babaii Sweepstakes, Eco Beauty Ventures, LLC 30575 Bainbridge Road, Suite 200 Solon, OH 44139, by December 20, 2009.

11. Sweepstakes Sponsors / Entities: The Sweepstakes Sponsors for this Sweepstakes are Rite-Aid, 30 Hunter Lane, Camp Hill, PA.17011 and Eco Beauty Ventures, LLC 30575 Bainbridge Road, Suite 200 Solon, OH 44139. The Sweepstakes Entities for this Sweepstakes are Rite-Aid Stores, 30 Hunter Lane, Camp Hill, PA.17011 and Eco Beauty Ventures, LLC 30575 Bainbridge Road, Suite 200 Solon, OH 44139.

12. Sweepstakes Administrator: The Sweepstakes Administrator for this Sweepstakes is: Eco Beauty Ventures, LLC 30575 Bainbridge Road, Suite 200 Solon, OH 44139