

FRONT COVER

**PLAY** Collect tickets every time you make a purchase at RITE AID.



The GAME of



PHARMACY

COLLECT & WIN

Series RIT-01



**\$250,000 Mortgage Game**

Fix up your home, purchase a new home, pay down your current mortgage or take the cash.

2 Prizes

TO WIN: Collect Markers 01, 02, 03, 04, 05 & 06.

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# INSIDE FLAP

## 2010 Infiniti G37<sup>®</sup> Convertible Game 6 Prizes

Color & trim will differ from picture shown.

Valued at \$50,000



TO WIN: Collect Markers 07, 08, 09, 10 & 11.



To claim prizes bring game board back to the store.



## \$50 Cash Game 600 Prizes

## \$50 Gift Card Game 600 Prizes



TO WIN: Collect Markers 41, 42 & 43.



TO WIN: Collect Markers 44, 45 & 46.



# \$25,000 Mega-Kitchen Makeover Game

10 Prizes

TO WIN: Collect  
Markers 12, 13,  
14, 15 & 16.



# \$1,000 Cash Game

125 Prizes

TO WIN: Collect  
Markers 25, 26,  
27 & 28.



### PLAYING IS AS EASY AS 1, 2, 3!

1. Pick up a game ticket every time you shop RITE AID.
2. Open the game ticket to reveal a coupon offer or an instant winner message, along with four game markers and one sweepstakes marker. Moisten the glue strip on the back of the game markers and place on the appropriate matching game play area on the game board.
3. Complete the game play area with appropriate markers and win that prize, subject to verification.

For details, see complete rules and odds available in stores or at [www.riteaid.com/thegameoflife](http://www.riteaid.com/thegameoflife).

RITE AID The Game of Life continues January 3 through February 27, 2010, while supplies last.



# \$10,000 Room Makeover

Game  
15 Prizes



17



18



19



20



TO WIN: Collect Markers 17, 18, 19 & 20.



# Wii™ System Game

200 Prizes  
Valued at \$400.

TO WIN: Collect Markers 29, 30, 31 & 32.



29



30



31



32





INSIDE RIGHT

**\$5,000 Cash Game**  
30 Prizes



**\$250 Gift Card Game**  
300 Prizes



Earn **BONUS** tickets when you purchase participating products.



Over 900,000 Instant Win Prizes  
Inside certain game tickets.  
Win up to a 2010 Infiniti G37 Convertible.



# BACK COVER



## \$100 Gift Card Game

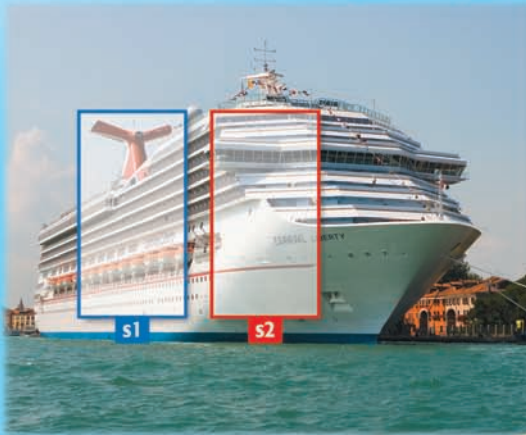
600 Prizes



TO WIN: Collect Markers 37, 38, 39 & 40.



37 38 39 40



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The Fun Ships.  
carnival.com

## Sweepstakes

20 drawings of 7-day trips for two.

Complete the picture to be ELIGIBLE to enter Sweepstakes.

**TO ENTER:** Collect each sweepstakes marker numbered s1 & s2 and affix to a 3" x 5" index card. Print your name, address, phone number, age and sign your legal signature. Limit one entry per envelope.

Mail entry via first class postage to: Rite Aid Carnival Cruise Sweepstakes, P. O. Box 965308, Marietta, GA 30066-0006

## \$20 Cash Game

2,500 Prizes

TO WIN:  
Collect Markers 47, 48 & 49.



47 48 49

## \$20 Gift Card Game

2,500 Prizes



50 51 52

TO WIN: Collect Markers 50, 51 & 52.