

Pick 'n Save®, Metro Market and Copps

**Summerfest™ Fresh Perks Ticket Giveaway
Official Rules**

May 17, 2017 through June 13, 2017

1. **Vouchers.** You can participate in Summerfest™ Fresh Perks Ticket Giveaway (hereinafter referred to as the “Promotion”) at any participating Pick 'n Save®, Metro Market or Copps food store between May 17, 2017 and June 13, 2017 (“Promotion Period”) for a chance to earn vouchers for a four-pack of Summerfest™ entrance tickets for Throwback Thursday on June 29, 2017. No cash, assignment or transfer of a voucher will be permitted. No reproductions of ticket vouchers (as hereinafter defined) are permitted.
2. **Eligibility.** The Promotion is open only to legal residents of Illinois, Michigan, Minnesota and Wisconsin who are at least eighteen (18) years of age. Employees, officers and representatives of Milwaukee World Festival, Inc., and/or its affiliates and subsidiaries, and all promotional or fulfillment agencies involved in the Promotion, as well as members of their immediate families (i.e., spouse, parents, siblings, and children) and households, are not eligible to participate in the Promotion. The Promotion is subject to all federal, state, and local laws and regulations and void where prohibited.
3. **How to Earn Vouchers.** For every \$50 spent (excluding liquor, tobacco, lottery and gift card purchases, before tax and after Fresh Perks card discounts and coupons) in a single purchase transaction during Promotion Period using your Fresh Perks card will receive a four pack ticket voucher printed on the bottom of your register receipt. A maximum of six (6) vouchers may be earned in a single transaction. You may redeem each single voucher for four (4) Summerfest™ general admission entrance tickets (retail value \$52-80 each¹) on June 29, 2017 between the hours of noon and 6:00 p.m. Redemption is limited to twelve (12) tickets per customer and all voucher redemptions must be made in person on June 29, 2017 at an on-site Summerfest™ ticket window no later than 6:00 p.m. Admission to the festival grounds deadline is 6:00 p.m.
4. **General Terms and Conditions.** Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible or misdirected vouchers, which will be deemed ineligible. Sponsor reserves the right to cancel or modify the Official Rules of the Promotion if fraud, technical failures or any other factor beyond the reasonable control of Sponsor impairs the integrity of the Promotion, as determined by Sponsor in its sole discretion. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the process or the operation of the Promotion or to be acting in violation of these Official Rules. Transportation to and/or from the Summerfest™ grounds, parking and any additional costs and expenses incurred in connection with customer’s attendance at or participation in activities associated with voucher redemption or festival attendance is the responsibility of customer. If any of the festival events associated with the Promotion are delayed, postponed or cancelled for any reason, customer will not be reimbursed for tickets, but tickets may be subject to standard policies and procedures established by the issuer. A single voucher may be exchanged for four (4) general admission Summerfest™ tickets. Customer may redeem up to four (4) Vouchers (for a total of 12 tickets) at one time. Voucher redemption must be conducted in person at a Summerfest™ ticket window on June 29, 2017 between the hours of noon and 6:00 p.m.
5. **Disputes/Choice of Law.** This Promotion shall be exclusively governed by, construed and enforced in accordance with, the laws of the State of Wisconsin without regard to principles of conflicts of law. EXCEPT WHERE PROHIBITED, EACH PARTICIPANT AGREES THAT: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS PROMOTION OR ANY PRIZE AWARDED SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION, AND EXCLUSIVELY BY STATE OR FEDERAL COURTS SITUATED IN MILWAUKEE,

¹ Retail value of tickets varies depending upon redemption time frame. Vouchers redeemed between noon and 4:00 p.m. have a retail value of \$13 each and admission to the festival grounds must be made by 4:00 p.m. Vouchers redeemed after 4:00 p.m. and up to 6:00 p.m. have a retail value of \$20 each and admission to the festival grounds must be made by 6:00 p.m. Voucher redemptions will not be honored after 6:00 p.m.

WISCONSIN, (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, BUT IN NO EVENT ATTORNEYS' FEES; AND (3) NO PUNITIVE, INCIDENTAL, SPECIAL, CONSEQUENTIAL OR OTHER DAMAGES, INCLUDING WITHOUT LIMITATION, LOST PROFITS, MAY BE AWARDED (COLLECTIVELY, "SPECIAL DAMAGES"), AND (4) PARTICIPANT HEREBY WAIVES ALL RIGHTS TO CLAIM SPECIAL DAMAGES AND ALL RIGHTS TO HAVE SUCH DAMAGES MULTIPLIED OR INCREASED. WISCONSIN LAW, WITHOUT REFERENCE TO CHOICE OF LAW RULES, GOVERNS THE PROMOTION AND ALL ASPECTS RELATED THERETO.

6. Release. By participating in the Promotion, each participant: (a) agrees to abide by these Official Rules and further agrees that the decisions of Sponsors shall be final in all respects; (b) grants permission to Milwaukee World Festival, Inc. and/or Roundy's Supermarkets, Inc. to use the participant's name, likeness and statements attributable to him/her for promotional purposes without further compensation; and (c) AGREES TO RELEASE, WAIVE, DISCHARGE AND COVENANT NOT TO SUE MIWAUKEE WORLD FESTIVAL, INC., ROUNDY'S SUPERMARKETS, INC., AND/OR ANY OF THEIR PARENTS, AFFILIATES AND SUBSIDIARIES FROM ALL LIABILITY FOR ANY AND ALL LOSS OR DAMAGE RELATING TO OR ARISING FROM ANY ACCIDENT, ILLNESS, INJURY OR DAMAGE TO PERSON OR PROPERTY AS A RESULT OF AN INDIVIDUAL'S PARTICIPATION IN THE PROMOTION, ACCEPTANCE OF A VOUCHER, USE OF A VOUCHER OR REDEMPTION OF A VOUCHER.

7. Promotion Sponsors. Milwaukee World Festival, Inc., 639 East Summerfest Place North Harbor Drive, Milwaukee, Wisconsin 53202; Roundy's Supermarkets, Inc., 875 East Wisconsin Avenue, Milwaukee, Wisconsin 53202.