

Big Y Foods, Inc. Customer Stories Contest 2025/2026

We're celebrating our 90th anniversary next year and we want to hear your Big Y stories! Please share your story with us no later than November 6, 2025, for a chance to win a \$90 Big Y gift card and be featured in 2026. See the submission details and rules below.

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID OUTSIDE THE ELIGIBLE STATES DESCRIBED BELOW AND WHERE PROHIBITED BY LAW.

This Contest is wholly sponsored by and administered by Big Y Foods, Inc. ("Big Y") and is in no way sponsored, endorsed, administered by or associated with Facebook and/or Meta Platforms, Inc. Meta Platforms, Inc. and/or Facebook is in no way affiliated with Big Y Foods, Inc.

From January 2026 through December 2026, selected stories will be featured on Big Y's website and social media channels, and each winning contestant will receive a \$90 Big Y gift card!

1. **How to Enter:** Between October 9, 2025, at 12:01 am Eastern Time ("ET") and November 6, 2025, at 11:59 pm ET (the "Contest Entry Period"), click the link and answer the questions along with providing your contact information. This link is available on bigy.com and Big Y's official Facebook page.

Link: <https://www.bigy.com/ninetieth-anniversary-customer-stories>

Follow all prompts and instructions to complete and submit your entry. Limit one entry per person. Entries submitted via the link will be deemed made by the authorized account holder, at the time of entry, of the e-mail address submitted. "Authorized account holder" is defined as the natural person who is assigned to an email address by an internet provider, online service provider or organization that is responsible for assigning email addresses for the domain associated with the submitted e-mail address. In the event of a dispute, the winner may be required to provide proof that he/she is the authorized account holder of the e-mail address associated with the winning entry.

You may also mail entries to:

Big Y Foods, Inc.
Attn: 90th Anniversary
2145 Roosevelt Ave.
Springfield, MA 01102

2. **Eligibility:** The Contest is open only to legal residents of CT, MA, NH, NY, RI & VT (the "Big Y Territory") who are 18 years of age or older at time of entry (hereafter, a "Contestant"). The Contest is void outside of the Big Y Territory and where prohibited by law. Big Y Foods, Inc. ("Big Y") together with its respective parent companies, affiliates, subsidiaries, successors and assigns,

employees, directors, authorized agents, sales representatives, distributors, advertising and promotion agencies, anyone associated with the development, implementation or execution of this Contest and members of the immediate families (defined as including spouse, biological, adoptive and step-parents, grandparents, siblings, children and grandchildren and each of their respective spouses, regardless of where they reside) or households (whether related or not) of any of the above are NOT eligible to participate in this Contest.

The Big Y Foods, Inc. Customer Stories Contest is subject to all applicable state, federal and local laws and regulations. Participation constitutes Contestant's full and unconditional agreement to these Official Rules and the administrative decisions of Big Y, which are final and binding in all matters related to the Contest. Notwithstanding, Big Y reserves the right, in its sole and reasonable discretion to disqualify any submission that contains derogative, inflammatory or otherwise offensive language or connotations whether intended toward Big Y or others. Contestants acknowledge that any entries deemed to be disqualified shall not require prior notification by Big Y.

Winning a prize is contingent upon fulfilling all requirements outlined in these Official Rules.

- 3. Selection of Winners:** Big Y will select up to twenty-six (26) eligible entries throughout 2025 and 2026 as "Winners". Winners will be notified throughout 2026. Each Winner will be notified via email and/or phone and will be required to provide a postal address to which Big Y may elect, at its option, to send an Affidavit of Eligibility and Publicity/Liability Release (collectively, "Affidavit") for verification purposes.

Winners must complete, sign and return the Affidavit to Big Y within seven (7) calendar days following receipt of same or the prize will be forfeited and awarded to an alternate entry. If a Winner fails to respond to Big Y's email/phone notification for seven (7) calendar days following such initial notification, the prize will be forfeited and awarded to an alternate winner in accordance with the rules set forth hereinbelow. In no event shall Big Y or Facebook be liable for the inability to affirmatively notify any potential winner, whether due to inaccurate entry information, winner unavailability or delay, change of Facebook account settings or otherwise.

By participating, Contestants and Winners agree to these rules and the decisions of Big Y, which shall be final and legally binding in all matters relating to this Contest.

- 4. Prizes and Approximate Retail Values ("ARV"):** Up to twenty-six (26) entries throughout 2025-2026 will be selected to receive one prize each, consisting of a Big Y gift card valued at Ninety and 00/100 Dollars (\$90.00 USD) and have their entry featured on Big Y's Facebook page or at bigy.com.
- 5. Release:** By entering the Contest, contestants and winners hereby agree to release and to indemnify, defend and hold harmless Contest Entities and Meta Platforms, Inc. and/or Facebook from and against any and all causes of action and liabilities, suits and claims for damages that may be made against Contestants and winners, and any and all claims arising out of or relating to acceptance, receipt, possession or use/misuse of any prize or any publicity or other public exposure of Contestants and winners, including without limitation, claims concerning infringement or invasion of Contestant's and winner's privacy or publicity rights, or defamation, or acts undertaken in preparation for, or participation in, the Contest, and losses and/or damages of any kind to persons, including death, or property arising in whole or in part, directly or indirectly, from any prize or resulting from awarding, acceptance, notification, possession, use, misuse, loss or misdirection of any

prize or resulting from participating or inability to participate in this Contest or any Contest promotion or prize-related activities. Contestants and winners assume all liability for injuries caused or claimed to be caused by participating in the Contest or by the acceptance, possession, use of or failure to receive any prize.

- 6. Limitation of Liability:** Contest Entities shall have no obligation, requirement or liability including, but not limited to, any responsibility to provide compensation or award any prize to any contestants, with regard to: illegible, lost, late, incomplete, stolen, misdirected or garbled entries; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections or availability, or garbled, corrupt or jumbled transmissions, service provider/Internet/web site/use net accessibility, availability, or traffic congestion, or any technical, mechanical, human or typographical or other error or unauthorized human intervention or the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information or any typographical or other error in any printing or advertising relating to the Contest, in the administration or execution of the Contest or in the announcement of the prize winners or cheating or fraud by any participant.

Contest Entities are not responsible for any incorrect information, whether caused by any website users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Contest and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to any web site(s). Contest Entities are not responsible for any injury or damage, whether personal or property, to participants or to any person's computer related to or resulting from participating in this Contest.

Big Y, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the Big Y Facebook Page or the Contest website, or who is otherwise in violation of these Official Rules. Big Y further reserves the right to cancel, terminate or modify the Contest if, for any reason, it is not capable of completion as planned, including infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort. If the Contest is terminated before the intended end date of the Contest Period, the remaining prizes will be awarded in a random drawing from among all eligible, non-suspect entries received as of the date/time of termination. CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE CONTEST ENTITIES RESERVE THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

Contest Entities make no warranties of any kind, either express or implied, including, but not limited to, implied warranties of merchantability, fitness for a particular purpose or non-infringement as regards any prize or any components of the prizes. Some jurisdictions may not allow limitations of exclusion of liability for incidental or consequential damages or exclusion of implied warranties so the above may not apply to you. Contestants must check local laws to learn if any of the above limitations or exclusions may not apply. Further, Contest Entities are not responsible for and shall be indemnified by each winner against any claims, injuries, losses or damages of any kind resulting from acceptance, use, including (but not limited to) consumption, misuse, possession or loss of a prize.

- 7. Disputes/Venue/Governing Law:** By participating, contestants agree that: (i) any and all disputes, claims and causes of action arising out of or connected with this Contest or the prizes shall be

resolved individually, without resorting to any form of class action, and exclusively by the appropriate federal, state or local court located in Hampden County, Massachusetts; (ii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including but not limited to costs associated with entering this Contest, but in no event attorneys' fees; and (iii) to the extent allowed by applicable law, under no circumstances will contestant be permitted to obtain awards for, and contestant hereby waives all rights to claim, punitive, incidental and/or consequential damages and/or any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO PORTIONS OF THE ABOVE MAY NOT APPLY TO YOU.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, contestants' rights and obligations, or the rights and obligations of the Contest Parties in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Massachusetts, without giving effect to any choice of law or conflict of law rules (whether of Massachusetts or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than Massachusetts.

8. **Privacy Policy:** Any personally identifiable information obtained during a Contestant's participation in this Contest will be collected by Big Y Foods, Inc. or its agent and used by Big Y Foods, Inc., its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Contest as described in these Official Rules and in accordance with the Big Y Foods, Inc. Privacy Policy <https://www.bigy.com/Services/Policies/privacypolicy> and any opt-ins a contestant may have agreed to during the registration process.
9. **Publicity Rights:** By entering the Contest and/or accepting a prize, contestant agrees to allow Contest Entities the perpetual right to use the following information and likenesses of contestant: (i) name (ii) biographical information (iii) photos and/or other likeness and (iv) statements for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered including live television, world wide, including but not limited to on the Internet, without further notice, review or approval and without additional compensation of any kind, except where prohibited by law.
10. **General:** Contestants waive any right to claim ambiguity in these Official Rules. In no event will more prizes be awarded than are intended in accordance with these Official Rules. If, due to a production, technical, human or other error, more than one (1) prize notification is issued for any prize drawing, the one (1) intended prize for that drawing will be awarded in a random drawing from among all valid recipients of such prize notifications.

In the event of a dispute as to the identity of a winner, the winning entry will be declared made by the authorized account holder of the Facebook account through which the winning entry was submitted or the legal resident of record at the residential address noted on the envelope in the event of a mail entry. Any use of robotic, automatic, macro, programmed, third-party party or like methods to participate in the Contest will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. All entries and/or materials submitted become the property of Contest Entities and will not be returned. Federal, state and local taxes on prizes, if any, are the sole responsibility of the winners. Contest Entities will ship the prize directly to each winner upon receipt of a signed Affidavit and confirmation of the winner's eligibility and compliance with these Official Rules.

In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest-related materials or made by Contest Entities or their representatives and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern and control.

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. If any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

11. **Winners List:** For a list of the names of the Winners, send a self-addressed stamped envelope, postmarked by December 31, 2026, to:

Big Y Foods, Inc
Attn: 90th Anniversary
2145 Roosevelt Ave.
Springfield, MA 01104

12. **Big Y Customer Stories Contest 2025/2026:** Contest Rules may not be reprinted or republished in whole or in part without the prior written consent of Big Y Foods, Inc.

Any questions, comments or complaints regarding this Contest must be directed to Big Y and NOT to Meta Platforms, Inc. and/or Facebook.

All trademarks used herein are the property of their respective owners. Nothing contained in these Official Contest Rules is to be construed as transferring any rights to any lawfully held trademarks or other intellectual property rights of the Contest Entities or of Meta Platforms, Inc. and/or Facebook.