

**BROOKSHIRE'S**  
**GOLDENBROOK "FREE ICECREAM FOR A YEAR" SWEEPSTAKES**  
**OFFICIAL RULES**

**NO PURCHASE NECESSARY**

The following promotion is intended for participants in Texas, Arkansas and Louisiana ("Eligible States") only and shall be construed and evaluated according to the laws of the state of Texas. Do not proceed in this promotion if you are not a legal resident of the United States in an Eligible State. Further eligibility restrictions are contained in the official rules below. This Sweepstakes is not sponsored, endorsed or administered by Facebook, Twitter or Instagram. Facebook, Twitter or Instagram is completely released of all liability in this program.

1. **HOW TO ENTER:** Beginning 04/30/25 through 06/24/25, each time you purchase any Goldenbrook 48 oz or 16 oz products using your THANK YOU Card you will receive one entry in the sweepstakes. You must be a Brookshire's Thank You Card ("Card") holder and be registered ("Registered User") in order to participate in the Giveaway or win a prize. Applying for a card and registering is free by registering at <http://www.brookshires.com/>. Not responsible for faulty machinery or other mechanical error, THANK YOU Cards scanned incorrectly, scanner failures or malfunctions.  
  
**To enter without a purchase:** On a plain piece of 4" x 6" paper, hand print your complete name, address (no P.O. boxes), zip code plus daytime phone number with area code, email address and Thank You Card number. Mail your entry in a hand-addressed #10 envelope with first-class postage affixed, to: Brookshire's GOLDENBROOK ICE CREAM SWEEPSTAKES, ATTN: Marketing, 1600 WSW Loop 323, Tyler, TX 75701. Limit one entry per envelope. No mechanically reproduced entries permitted. Illegible or incomplete entries are void. Not responsible for lost, late, mutilated, misdirected or postage due entries, entries not received in time for the random drawings, faulty machinery or other mechanical error. Entries must be received by 06/24/25.
2. **ELIGIBILITY:** This Sweepstakes is open only to Brookshire's Registered Users who are legal residents of the United States in an Eligible State, who are physically located and residing therein who are either 18 years of age or the age of legal majority in their state of primary residence ("Entrant") and must live within a 25-mile radius of a Brookshire's Store Location. Employees of Brookshire Grocery Company, their advertising or promotion agencies, those involved in the production, development, implementation or handling of this Sweepstakes, any agents acting for, or on behalf of the above entity, their respective parent companies, officers, directors, subsidiaries, affiliates, licensees, service providers, prize suppliers and fulfillment companies, any other person or entity associated with this Sweepstakes (collectively, the "Sweepstakes Entities") are ineligible to enter or win this Sweepstakes. Immediate Family Members of such individuals are also not eligible to enter or win. "Immediate Family Members" shall mean parents, step-parents, legal guardians, children, step-children, siblings, step-siblings, or spouses, whether or not living at the same residence. Void where prohibited or restricted by law.
3. **DRAWING:** Two (2) random drawings will be conducted on or about 6/02/25 and 7/01/25 by Administrator. Odds of winning depend on number of entries received. Potential winners will be notified by phone or email and must sign any required Affidavit and Release within 2 days of attempted delivery or prize will be forfeited and an alternate may be selected. Any income taxes resulting from acceptance of prize are the responsibility of winner. By entering Sweepstakes, entrant accepts and agrees to these Official Rules, which shall be final in all matters. By accepting prize, winner agrees to hold the Promotion Parties, directors, officers, employees and divisions (the "Released Parties") harmless against any and all claims and liability arising out of use or redemption of prize. Acceptance also constitutes permission to the Promotion Parties to use winner's name, likeness for marketing purposes without further compensation or right of approval, unless prohibited by law. Sponsor and its affiliated companies will not be responsible for lost, late, or misdirected entries or prize notices or for any typographical, or other error in the printing of the offer, administration of the sweepstakes, or announcement of the prizes. In the event of any such error, Sponsor reserves the right to modify this sweepstakes in a manner deemed reasonable at Sponsor's sole discretion. All federal and state laws apply.
4. **PRIZES (2 winners per Drawing):** Each winner will receive one (1) year of free Goldenbrook Ice cream in the form of a Brookshire's Gift Card. Gift card valued at \$312.00. ARV of each prize: \$312.00. Prizes consist of only those items specifically list as part of the prize; all unspecified expenses are the winner's responsibility. Limit one prize per family/household. No substitution or transfer of prize permitted by winner. Sponsor reserves the right to substitute a prize of equal or greater value. All prizes will be awarded.

5. **CONDITIONS OF PARTICIPATION/RELEASES:** All federal, state and local laws and regulations apply. By participating, each Entrant agrees to be bound by these Official Rules and the decisions of the Sweepstakes Entities, which shall be final in all respects. By participating in this Sweepstakes and/or by accepting any prize that he or she may win, each Entrant agrees to release the Sweepstakes Entities and each of their' respective successors, employees, agents, representatives and assigns (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Sweepstakes and/or acceptance or use of a prize. Each Entrant authorizes the Sweepstakes Entities to use his/her name, voice, likeness, biographical data, city and state of residence and entry materials in programming or promotional material, worldwide in perpetuity, and on a winner's list, if applicable, without further compensation unless prohibited by law. Sweepstakes Entities are not obligated to use any of the above mentioned information or materials, but may do so and may edit such information or materials, at Sweepstakes Entities sole discretion, without further obligation or compensation. The Released Parties shall not be liable for: (i) late, lost, delayed, stolen, misdirected, postage-due, incomplete, unreadable, inaccurate, garbled or unintelligible entries, communications or affidavits, regardless of the method of transmission; (ii) telephone system, telephone or computer hardware, software or other technical or computer malfunctions, lost connections, disconnections, delays or transmission errors; (iii) data corruption, theft, destruction, unauthorized access to or alteration of entry or other materials; (iv) any injuries, losses, liabilities or damages of any kind caused by the prize or resulting from acceptance, possession or use of a prize including participation in any activity or travel related thereto, or from participation in the Sweepstakes; (v) any inability of winner to accept or use any prize (or portion thereof) for any reason and such prize or portion thereof shall be forfeited; or (vi) any printing, typographical, human administrative or technological errors in any materials associated with the Sweepstakes. Sweepstakes Entities disclaim any liability for damage to any computer system resulting from participating in, or accessing or downloading information in connection with this Sweepstakes. Sweepstakes Entities reserve the right, in their sole discretion, to cancel, modify or suspend the Sweepstakes (or any portion of the Sweepstakes or the Official Rules). In the event a virus, bug, computer problem, unauthorized intervention or other problem/cause corrupt or inhibit the administration, security or proper play of the Sweepstakes, Sweepstakes Entities may in their sole discretion select the winner(s) from eligible non-suspect entries received prior to and/or after such action or in such manner as deemed fair and appropriate by the Sweepstakes Entities. Sweepstakes Entities may prohibit Entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines Entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or any other unfair playing practices or intending to annoy, abuse, threaten or harass any other Entrants or Sweepstakes Entities representatives. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION FROM PARTICIPATION IN THE SWEEPSTAKES. SHOULD SUCH AN ATTEMPT BE MADE, SWEEPSTAKES ENTITIES RESERVE THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY FEES) TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.**
6. **DISPUTES/ARBITRATION PROVISION:** THIS SWEEPSTAKES IS GOVERNED BY THE LAWS OF THE UNITED STATES AND THE STATE OF TEXAS. AS A CONDITION OF PARTICIPATING IN THIS SWEEPSTAKES, PARTICIPANTS AGREE THAT ANY AND ALL DISPUTES WHICH CANNOT BE RESOLVED BETWEEN THE PARTIES, AND CAUSES OF ACTION ARISING OUT OF OR IN CONNECTION WITH THIS SWEEPSTAKES, SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION, EXCLUSIVELY BY FINAL AND BINDING ARBITRATION, APPLYING TEXAS LAW. FORUM AND VENUE FOR ANY ARBITRATION PROCEEDINGS WILL BE IN SMITH COUNTY, TEXAS. THE REMEDY FOR ANY SUCH CLAIM SHALL BE SUBJECT TO ALL LIMITATIONS AND RELEASES SET FORTH IN THESE RULES, BE LIMITED TO ACTUAL OUT OF POCKET DAMAGES, AND SHALL NOT, IN ANY EVENT, INCLUDE ANY PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES, ATTORNEY'S FEES OR COSTS OF BRINGING A CLAIM, OR ANY INJUNCTIVE OR OTHER EQUITABLE RELIEF.
7. **PRIVACY POLICY:** Information is being provided to BGC and not to Facebook, Twitter or Instagram. BGC is responsible for the collection, storage, and safeguarding of any information, including personal identifying information, requested by BGC and supplied by Entrant for entry to the Sweepstakes. Any personal information supplied by you will be subject to the privacy policy of Brookshire's posted at <http://www.brookshires.com/privacy-policy>. By entering the Sweepstakes, Entrant grants BGC permission to share his/her email address and any other personally identifiable information with the other Sweepstakes Entities for the purpose of administration and prize fulfillment, subject to their respective privacy policies and terms of service. Additionally, by opting-in to specific offers from any of the Sweepstakes Entities, Entrant's personal data and other submitted information will be available to such Sweepstakes Entities, subject to their respective privacy policies and terms of service, and, accordingly, Entrant's may, pursuant thereto, agree to receive certain additional email communication from such Sweepstakes Entities. BGC will not sell, rent, transfer or otherwise disclose your personal data to any third party other than as explicitly described herein.
8. **SPONSOR:** Brookshire Grocery Company, P. O. Box 1411, Tyler, Texas 75710-1411.
9. **ADMINISTRATOR:** Brookshire Grocery Company, P. O. Box 1411, Tyler, Texas 75710-

10. WINNERS' LIST: For the name of prize winners, available after 7/31/25, send a self-addressed, stamped #10 envelope to: Brookshire's GOLDENBROOK ICE CREAM SWEEPSTAKES Winners' List, ATTN: Marketing, 1600 WSW Loop 323, Tyler, TX 75701.

THE SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH, FACEBOOK, TWITTER OR INSTAGRAM. FACEBOOK, TWITTER OR INSTAGRAM IS COMPLETELY RELEASED OF ALL LIABILITY ASSOCIATED WITH THIS PROGRAM.

#### EXHIBIT B

NO PURCHASE NECESSARY. Open to residents of TX, AR, & LA 18 and older. To enter without a purchase: On a plain piece of 4" x 6" paper, hand print your complete name, address (no P.O. boxes), zip code plus daytime phone number with area code, email address and Thank You Card number. Mail your entry in a hand-addressed #10 envelope with first-class postage affixed, to: Brookshire's GOLDENBROOK ICE CREAM SWEEPSTAKES, ATTN: Marketing, 1600 WSW Loop 323, Tyler, TX 758701. Limit one entry per envelope. Subject to Official Rules, available [brookshire.com](http://brookshire.com). Ends 6/24/25.

HOMEMADE VAN (French Van)	48 oz	0-92825-45195-2
VANILLA BEAN	48 oz	0-92825-45196-9
COOKIES & CREAM	48 oz	0-92825-45197-6
TURTLES N CREAM	48 oz	0-92825-45198-3
PEANUT BUTTER BASH	48 oz	0-92825-45199-0
BUTTER PECAN	48 oz	0-92825-45200-3
NEAPOLITAN	48 oz	0-92825-45201-0
NSA/RF VANILLA	48 oz	0-92825-45202-7
CHOCOLATE	48 oz	0-92825-45203-4
STRAWBERRY	48 oz	0-92825-45204-1
MINT CHOC CHIP	48 oz	0-92825-45205-8
ROCKY ROAD	48 oz	0-92825-45206-5
PRALINE PECAN	48 oz	0-92825-45207-2
COOKIE DOUGH	48 oz	0-92825-45208-9
RAINBOW SHERBET	48 oz	0-92825-45209-6

Vanilla Moose Tracks	48 oz	0-92825-45233-1
Chocolate Moose Tracks	48 oz	0-92825-45234-8
Cherry Amaretto Chip	48 oz	0-92825-45235-5
Java Chip w/ Fudge	48 oz	0-92825-45236-2
Brownie Moose Tracks	48 oz	0-92825-45237-9

HOMEMADE VANILLA	16 oz	0-92825-45210-2
PEANUT BUTTER BASH	16 oz	0-92825-45211-9
TURTLES & CREAM	16 oz	0-92825-45212-6
COOKIES & CREAM	16 oz	0-92825-45213-3
STRAWBERRY	16 oz	0-92825-45214-0
BUTTER PECAN	16 oz	0-92825-45215-7
CHOCOLATE	16 oz	0-92825-45216-4