

Whole Foods Market®
“The Big Dish” Giveaway
Official Rules

No purchase necessary to enter. Eligibility: “The Big Dish” Giveaway (the “Promotion”) is open to legal residents of the fifty (50) United States (including the District of Columbia) and Canada (excluding Quebec Province, where it is void) who are at least eighteen (18) years old at the time of entry. Employees of Whole Foods Market (the “Sponsor”), Facebook, Inc., their affiliates, and immediate family members are not eligible.

To Enter: Between **June 1, 2011 and November 30, 2011** (“Promotion Period”) visit www.facebook.com/wholefoods, follow the links to the The Big Dish tab, sign up for the Whole Foods e-newsletter, and you will be *automatically-entered* into the sweepstakes drawing. You must provide a valid e-mail address. (Note; you may opt-out of receiving the *E-newsletter* at any time simply by clicking on the “One-click unsubscribe button” within every issue, and entering your email address into the “Unsubscribe” field). **Limit: one entry per person.**

Winner Selection: On the last day of each month of the Promotion Period, from among all eligible entries received, the Sponsor will randomly select three (3) winners. One (1) Grand Prize winner will receive a \$500 WFM Gift Card, one (1) First Prize winner will receive a \$50 WFM Gift Card, and one (1) Third Prize winner will receive a \$25 WFM Gift Card. The total retail value of the three (3) prizes each month is \$575. Total retail value of all eighteen (18) winners throughout the Promotion Period is \$3,450. Winners will be contacted by phone or e-mail and will have five (5) business days within which to claim their prize, or an alternate winner may be selected. If the winner is a Canadian resident he/she will be required, per Canadian law, to complete a multi-function mathematical question, unaided by another person or mechanical device before prize can be awarded. Monthly winners’ names will be posted on our Facebook page.

Terms & Conditions: All entries become the property of the Sponsor and will not be returned. Incomplete entries will be void. Sponsor is not responsible for late, lost, destroyed or misdirected entries. Odds of winning will depend on the total number of eligible entries received for each month’s drawing. Non-winning entries will be rolled over for subsequent monthly drawings. No transfer, substitution, or exchange of prize offered will be allowed, except at the sole discretion of the Sponsor. Entry constitutes permission for Sponsor to use the name, photograph and likeness of any winner for promotional purposes without further compensation. All taxes on prizes, if applicable, are the sole responsibility of the winner. All federal, state, provincial, and local rules and regulations apply. All entrants, and any selected winners, agree to release, discharge, indemnify and hold harmless the Sponsor, Facebook, Inc., any vendors/prize providers that may be associated with this promotion, and the respective officers and employees of these entities, from and against any claims, damages or liability due to any injuries, damages or losses to any person or property of any kind resulting in whole or in any part,

directly or indirectly, from participation in this promotion or the receipt and/or use of any prizes won.

Void where prohibited.

This Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook, Inc.