

**Whole Foods Market**  
**“Win a Grand Prize Trip for 2 to Meet**  
**Dave Matthews Band” Sweepstakes**  
**Official Rules**

**NO PURCHASE NECESSARY.** Promotion begins at 12:01am Eastern Time on **6/10/09** and ends at 11:59pm Central Standard Time on **8/7/09** (the “Promotion Period”).

**HOW TO ENTER:** Simply visit [www.wholefoodsmarket.com/dmb/sweepstakes.php](http://www.wholefoodsmarket.com/dmb/sweepstakes.php), follow the online prompts, and submit your entry. Limit: only one entry per person during the Promotion Period.

**ELIGIBILITY REQUIREMENTS:** Sweepstakes open to all legal US residents, who have reached the age of majority in their respective state. Employees of Whole Foods Market (“the Sponsor”), and its affiliates, divisions, or subsidiaries, as well as vendors/agencies and the immediate family/household members of these entities, are not eligible to enter. If the winner selected is a minor in his/her respective state, the prize will be awarded to the parent/legal guardian of said winner.

**WINNER SELECTION/ODDS:** On or about **8/14/09**, independent judges will select prizewinner in a random drawing, from among all eligible entries received. Winner will be contacted and confirmed via e-mail. Odds of winning will depend upon the total number of eligible entries received.

**PRIZES:** One (1) Grand Prize of an expense-paid trip for two individuals to attend the Dave Matthews Band Concert at Outside Lands Festival in San Francisco, CA on 8/28/09 – 8/30/09 (plus a “meet & greet” with Dave Matthews), will be awarded. Trip includes round-trip coach airfare for two from a major airport nearest the winner’s home, double-occupancy hotel accommodations for 3-days/2-nights and local ground transportation. Approximate Retail Value (ARV) of this Grand Prize package is \$3,500 USD.

All other expenses not specifically mentioned herein, including but not limited to; transportation to and from the airport, food and beverages, telephone/Internet, in-room charges, and gratuities are the responsibility of the winner. Winner and travel companion, who must also be at least 18 years of age (or, if a minor, who provides written permission from legal parent or guardian to participate), are required to provide any and all documents required for air travel to the event.

**GENERAL CONDITIONS:** All taxes on this prize, if applicable, are the winner’s responsibility to pay. Grand Prize Winner must sign an "Affidavit of Eligibility and Liability and Publicity Release" and return it within 10 days of notification or prize may be forfeited and an alternate winner selected. The travel companion of the Grand Prize winners will also be required to sign and return a travel liability waiver, before travel arrangements can be initiated. By entering the Sweepstakes, entrants agree to all terms

and conditions of these Official Rules, and by the decisions of the Independent Sweepstakes Administrator, which are binding and final. Acceptance of prize constitutes permission for Sponsor to publish winner's name and/or likeness, if it so chooses, without additional compensation, unless and except where prohibited by law. By entering, entrants agree to hold harmless Sponsor and all parties associated with this Sweepstakes from any and all liability arising from, or in connection with acceptance of any prize offered. Any attempt by an entrant or any other individual to deliberately damage or undermine the legitimate operation of this Promotion is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to prosecute and seek damages from any such individual to the fullest extent permitted by law. Except where prohibited by law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by the laws of the state of Texas, without giving effect to any choice of law or conflict of law rules that would cause the application of the laws of any other jurisdiction.

**LIMITATIONS OF LIABILITY:** Sponsor and its agents and affiliates are not responsible for any technical or human error that may occur in receiving or processing subscription entries for the Promotion. If, for any reason beyond the reasonable control of the Sponsor, this Promotion cannot be implemented as planned, Sponsor reserves the right to terminate, modify or suspend the Promotion, and select winners from all eligible forms of entry received up to the time of such termination. Use of computer programs and/or other automated devices to enter Promotion is prohibited. Normal Internet access and usage charges imposed by your online service will apply. All personal information will be treated as confidential, and will not be sold or given to third parties.

**WINNERS LIST:** Winner will be announced on the Sponsor's website within one week of receiving written confirmation from winner. For written confirmation of the prizewinner's name and city of residence, send a self-addressed stamped envelope postmarked no later than **9/15/09** to: Whole Foods Market Inc. "Dave Matthews Band Trip for 2" Sweepstakes Winners List Request, PO Box 25497, Rochester, NY 14625 USA.

**SPONSOR:** Whole Foods Market Inc., 550 Bowie Street, Austin, TX 78703 USA

**INDEPENDENT SWEEPSTAKES ADMINISTRATOR:** US Sweepstakes & Fulfillment Company, 625 Panorama Trail, Building 2 – Suite 100, Rochester, NY 14625 USA.

**THIS PROMOTION IS VOID OUTSIDE THE US. AND WHEREVER PROHIBITED OR RESTRICTED.**