

OFFICIAL RULES

H-E-B Insiders Panel Sweepstakes

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. H-E-B Insiders Panel Sweepstakes (the "Sweepstakes") period begins February 2, 2013 and ends February 1, 2014.

ELIGIBILITY

Open to legal residents of Texas age 13 or over on date of entry, except for employees, representatives, and principals (or members of the immediate families or households of same) of Vision Critical Communications, Inc. or any of its subsidiaries, affiliates, advertising or promotional agencies. Entrants under 18 may enter only with permission of a parent or legal guardian. Eligibility for any specific drawing is limited to those Panelists who receive a survey invitation and timely respond to it in the applicable month as set forth below.

PRIZES

MONTHLY PRIZES: There are two (2) separate panels: The H-E-B Partner Panel and the H-E-B Customer Panel (herein may be collectively referred to as the "Panels," and the members of each Panel are referred to as "Panelists"). "H-E-B Partner" means H-E-B employee. Prizes will be awarded monthly as follows:

Two (2) available for the H-E-B Partner Panel: \$50 H-E-B gift card

Two (2) available for the H-E-B Customer Panel: \$50 H-E-B gift card

Retail value of each prize is \$50. H-E-B gift cards are subject to applicable terms and conditions, including dormancy fees and expiration dates, if any, and may not be used by the winner for the purchase of alcohol or tobacco.

Total value of prizes to be awarded per year is \$2,400. Prizes are non-transferable, non-substitutable, and may not be redeemed for cash. Sponsor(s) reserves the right to substitute prizes of equal or greater value. All taxes are the responsibility of the winner.

HOW TO ENTER

Survey invitations will be sent by email periodically to Panelists selected by Sponsor during the monthly recruiting period. Not all Panelists will receive survey invitations each month, and some Panelists may receive multiple invitations. No purchase is necessary to obtain a survey invitation or to respond to a survey. Any Panelist receiving a survey invitation is eligible to obtain an entry by responding to the survey. To complete the survey, check your email for a survey link. Respond to the survey as directed within the designated time period.

Each survey responded to on the website shall receive one (1) entry to the applicable drawing(s) as described below. The more surveys you respond to the greater your odds of winning. Unselected entries will not be eligible for subsequent draws. All surveys and information become the property of H-E-B and will not be returned. All entries must be received by the Administrator on or before the entry deadline for the applicable month as detailed below to be eligible for a prize. Limit one (1) prize per person per month.

THE DRAWINGS

MONTHLY DRAWINGS: Random drawings will be conducted by Administrator each month from February 2013 to January 2014 at Vancouver, Canada. The Monthly Drawings will be held within a week of the 2nd day of the

applicable month from among all eligible entries received by the 1st day of that calendar month but on or after the 2nd day of the preceding calendar month.

Any entry is eligible for no more than one Monthly Drawing; if unselected in a drawing, the entry is not eligible for any subsequent drawing. If a selected entrant chooses not to accept the prize, or is otherwise disqualified from winning the prize, the prize will be deemed to be forfeited and no substitution or other compensation will be awarded to that entrant and an alternate winner will be selected.

The selected entrant(s) will be contacted by telephone or email within 10 days of drawing, and must sign and return (within 14 days of receipt) an affidavit of eligibility and publicity/liability release. If the selected entrant does not comply with the Sweepstakes Rules or cannot be contacted by telephone or email within 14 days of being contacted by telephone or email, that entrant will be disqualified and an alternate winner will be selected. In the event the selected entrant is under age 18 on date of selection, prize will be awarded in name of parent or legal guardian, who must sign required documents as described above. The prize will be sent to the winner within 4-6 weeks of receipt of the declaration and release of liability. All taxes on prize are the responsibility of the winner. For H-E-B Partners, taxes may be reported on the Partner's W-2.

ODDS OF WINNING

Odds of winning a Monthly Prize depend on the number of eligible entries received by Administrator for each of the Panels.

OTHER RULES

By entering, contestants agree to abide by these Official Rules. All decisions of H-E-B or the Administrator will be final and binding on all entrants. This Sweepstakes is subject to all applicable Federal, State and Municipal Laws.

By entering, entrants agree that neither H-E-B nor Administrator shall bear any liability for, and entrants agree to release, indemnify and hold them harmless from any injuries, losses, damages, claims, actions and any liability of any kind resulting from participation. Void where prohibited or restricted by law.

By entering, entrants agree that neither H-E-B nor Administrator shall bear any liability for (a) entries and communications which are lost, postage-due, stolen, illegible, incomplete (or otherwise improperly completed), delayed or destroyed (including, in the case of on-line entries, as a result of failure of the website or technical problems or traffic congestion on the Internet), (b) the loss, theft, use, or misuse of the prize, or (c) any property damage or, except where prohibited by law, personal injury in any way attributable to this Sweepstakes or the prize (including, in the case of on-line entries, injury or damage to any telephone network or lines, on-line systems, servers, access providers, computer equipment or software) or resulting from downloading any material from the Sweepstakes website.

No correspondence will be entered into except with the selected entrant who qualifies to win a prize. By entering, a winner grants H-E-B and the Administrator the right to use the winner's name, address, comments and/or likeness, without further compensation, in any advertising or publicity, except where prohibited. All entries become the property of H-E-B. Neither H-E-B nor the Administrator assumes any responsibility for lost, stolen, delayed, damaged or misdirected entries or for any failure of the website during the promotional period, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any entry to be received by the Sponsor on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from playing or down

loading any material in the promotion. H-E-B and Administrator reserve the right, in their sole discretion, to cancel, modify or suspend the entry form download portion of this Sweepstakes should a virus, bug or other cause beyond the reasonable control of the Administrator corrupt the security or proper administration of the Sweepstakes. In the event of cancellation, termination or suspension, at its discretion, Administrator shall select winner from eligible, non-suspect entries received prior to event requiring such cancellation, termination or suspension.

Any attempt to deliberately damage any web site or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, H-E-B and the Administrator reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

Surveys obtained through fraudulent means or through an abuse of the Sweepstakes or any surveys that are in any way tampered with, forged, mutilated, illegible, incomplete or mechanically reproduced may, at the sole discretion of H-E-B or the Administrator, be disqualified.

In the event that, due to a printing, production or other error, more than the advertised number of prizes are claimed, there will be a random drawing conducted among all eligible prize claimants to award the correct number of prizes after the Sweepstakes end.

Except as provided herein, the personal information you are providing to enter this Sweepstakes will be used only to administer this Sweepstakes unless you indicate that you would be willing to participate in future surveys or receive future offers from participating clients. Unless otherwise indicated, the responses to the survey questions that you provide will be used by H-E-B or the Administrator in an aggregated manner only and will not be linked to your personal information. For more information about the Administrator's privacy policy, please review the privacy policy online at http://www.visioncritical.com/VC_PrivacyPolicy_en-CA.pdf.

For the names of the winners, send a self addressed envelope to H-E-B INSIDERS PANEL SWEEPSTAKES WINNER LIST, HEB Grocery Company, LP, 646 South Main Avenue, San Antonio, Texas 78204, ATTN: CIC, no later than February 28, 2013. You must specify the applicable Prize for which you are requesting a winner list. The winner list will be sent after all prizes have been awarded.

SPONSOR: HEB GROCERY COMPANY, LP ("H-E-B"), San Antonio, Texas

ADMINISTRATOR: Vision Critical Communications, Inc.