

Official Rules and Regulations

2010 JETBLUE / BRISTOL FARMS VALENTINE'S PROMOTION

OFFICIAL RULES

1. HOW TO ENTER:

No purchase necessary. A purchase will not increase your chances of winning. Complete official entry form available at all Bristol Farms stores. Deposit entry in the Contest Box at the Front End of the store. Everybody purchasing a Bristol Farms Valentine's meal for two will automatically be entered in the sweepstakes, purchasing a meal will not increase your chance of winning the promotion. Sweepstakes begins January 12th, 2010. All entries must be received by close of business February 14th, 2010. No mechanically reproduced, illegible, incomplete, forged or altered entries will be accepted. Bristol Farms and judges are not responsible for late, lost, damaged, incorrect or misdirected entries. All entries become the exclusive property of Bristol Farms and will not be returned.

Customers may also enter the sweepstakes by sending a post card to:

Bristol Farms / JetBlue Valentine's Sweepstakes: 915 E. 230th Street Carson, CA 90745, Information needed: Telephone Number, Name, Address, E-mail address.

2. SELECTION OF WINNERS

Winner will be determined from all eligible entries received in random drawings conducted by Bristol Farms whose decisions are final on all matters relating to this Sweepstakes. Odds of winning depend upon the number of eligible entries received. Winner will be announced on the Bristol Farms web-site, and notified by phone. Winners must accept prize and provide social security number and may be required to sign an affidavit of eligibility and liability / publicity release. Prize may be awarded to alternate winner if affidavit is not returned within 14 days after mailing to winner or if prize notification letter or prize is returned as undeliverable. Trip participant must sign and return a liability / publicity release prior to travel, if provided. Winners agree to use of name, address, likeness, and / or prize information for promotional purposes in any medium without additional compensation to the extent permitted by law.

3. PRIZES

A romantic JetBlue Adventure! When you purchase our Valentine's Meal for 2, you will automatically be entered to win 2 roundtrip flights to any nonstop city that JetBlue Airways serves. JetBlue adventure no purchase necessary to enter. Nonstop airfare provided by JetBlue Airways.

Limit one prize per family or household. Bristol Farms reserves the right to substitute prize of equal or greater value. No other substitution or transfer of prize permitted. Bristol Farms is responsible only for prize delivery; not responsible for prize utility, quality or otherwise. Prizes have no cash value and can not be substituted by cash.

4. ELIGIBILITY:

Sweepstakes open to individuals, who are 21 years of age or older as of February 14th 2010 and legal residents of California except employees (and their immediate families and members of the same household) of Bristol Farms, its affiliates, agents, judges and advertising and promotion agencies. This offer is void where prohibited or restricted by law and is subject to applicable federal, state and local laws and regulations. Taxes and fees are the sole responsibility of prize winner. By participating in the Sweepstakes, each entrant accepts the conditions stated in these Official Rules, agrees to be bound by the decisions of the judges and warrants that she/he is eligible to participate in this Sweepstakes. By accepting prize, winner agrees to release liability, loss or damages arising from or in connection with the awarding, receipt, and/or use or misuse of prize or participation in any prize related activities.

5. PRIZE WINNER:

To obtain winners list, send a self-addressed, stamped (#10) envelope to: Bristol Farms, 915 E 230th Street, Carson, CA 90745. Request must be received by February 28, 2010. Winners list will be sent after selection of all winners is complete.

6. SPONSOR

Bristol Farms Inc., 915 E 230th Street, Carson 90745 and JetBlue Airways

TRIPS are subject to space availability. All Gratuities and taxes are not included.