

WIN A TRIP TO GREECE CONTEST OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THE WIN A TRIP TO GREECE CONTEST (THE “CONTEST”); PURCHASE WILL NOT IMPROVE CHANCES OF WINNING THE CONTEST. ENTRANTS DO NOT NEED TO BE PRESENT TO WIN. The Contest begins on September 27, 2019 at 12:00:00 AM Eastern Time (“ET”) and ends on October 17, 2019 at 11:59:59 PM ET (the “Contest Period”). The Contest is sponsored by (i) Greek National Tourism Organization, with offices at 7, Tsoha Street, Athens 11521, Greece and (ii) Hilton Athens, with offices at 46 Vasilissis Sofias Avenue, Athens 115 28, Greece (collectively, the “Sponsor”).

1. Eligibility: The Contest is only open to individuals who are, at the time of entry: (i) legal residents of the United States, (ii) currently residing in one of the fifty (50) United States or the District of Columbia, except those residing in Arizona or Rhode Island and (iii) eighteen (18) years of age or older (each an “entrant” collectively “entrants”). Corporations and other organizations are ineligible to participate in the Contest. Employees, officers, directors, managers, members, agents, representatives, successors and assignees of (i) the Sponsor and its parents, subsidiaries, affiliates and advertising agencies and (ii) Fairway Group Holdings Corp. and its affiliates (collectively, “Fairway Market”), as well as the family and household members of the foregoing, are also ineligible to participate in the Contest. All Submissions (defined below) must be submitted in the name of an individual person. There is a limit of one Submission per person.

By participating in the Contest, each entrant agrees to be bound by these rules (the “Official Rules”) and Sponsor’s determination, in conjunction with that of Fairway Market, as to the winner and any other Contest related matters. In order to receive the Prize (defined below), potential winners must meet all eligibility requirements. In no case shall Sponsor or Fairway Market be liable to ineligible entrants. The Contest is subject to all federal, state and local laws and regulations and is void in Arizona, Rhode Island, outside the United States and where otherwise prohibited or restricted by law. Failure to comply with the Official Rules will result in entrant’s disqualification.

2. Entry: To enter the Contest, entrants must submit their name and email on the sign up form that will be available online at www.fairwaymarket.com/eatlikeagreek (each, a “Submission”). Only one Submission is allowed per unique email address. Submissions will be made available and accepted for the duration of the Contest Period.

3. Winner Selection: Following the Contest Period, one (1) winner will be selected at random. The winner will be notified by Fairway Market, on or before October 24, 2019, via the email address provided by the entrant in his or her Submission (the “Winner Notification”). By entering the Contest, each entrant is providing written consent to receive the Winner Notification. In order to redeem the Prize (defined below), the Winner must respond to Fairway Market within two (2) weeks of receiving the Winner Notification and provide Fairway Market with all relevant contact information (i.e., name, home/cell phone numbers, full mailing address, and email address). In the event that Fairway Market does not receive confirmation from the Winner within the stipulated two (2) week period, an alternate winner will be selected.

4. Prize: Two (2) roundtrip, economy-class plane tickets on a flight to Athens, Greece and two (2) economy-class plane tickets domestic within Greece between Athens and Thessaloniki (collectively, the “Plane Tickets”), plus a two (2) night stay in Athens, Greece at the Hilton Athens and a three (3) night stay in Chalkidiki at a hotel determined after travel dates are finalized (collectively, the “Hotel Vouchers”) (the Plane Tickets and the Hotel Vouchers are collectively referred to herein as the “Prize”). The international Plane Tickets shall be for flights departing out of either Newark Liberty International Airport (EWR) or John F. Kennedy International Airport (JFK). Notwithstanding the foregoing, the designated departure and arrival airports for the Plane Tickets may be altered at any time prior to the departure date as determined by Sponsor in its sole and absolute discretion. The Plane Tickets are non-endorsable, non-refundable, non-transferable and cannot be redeemed for cash. The Plane Tickets are not eligible for upgrading by points or money, and once the Plane Tickets are issued, no changes are permitted. Travel must be completed within the following dates: (i) April 1, 2020 – April 12, 2020 and (ii) April 21, 2020 – June 30, 2020. The Hotel Vouchers are based on availability for two (2) people and valid [between April 1 and June 30, 2020](#), not including April 12, 2020 – April 21, 2020. The total retail value of the Prize varies, depending on the specific package selected by the winner, between four thousand dollars and five thousand dollars (\$4,000 - \$5,000), but in no case shall exceed \$5,000.

The Prize shall be awarded and is awarded “AS IS” and WITHOUT WARRANTY OF ANY KIND. Sponsor reserves the right to substitute a prize of equal or greater value. Any Prize, or portion thereof, not utilized by the winner will be forfeited.

Disqualification of an initially chosen winner and the selection of an alternate winner will result from the following: (a) if the winner fails to claim his or her Prize within two (2) weeks of receiving the Winner Notification; or (b) any other non-compliance with these Official Rules. The odds of winning depend on number of eligible Submissions received.

5. Limitation of Liability: Sponsor, Fairway Market and their respective affiliates, directors, officers, employees, managers, members and agents shall not be responsible or liable for incorrect or inaccurate information, whether caused by an entrant, equipment malfunction, internet failure, defect with the software or computer systems utilized in connection with the Contest or other technical or human error in processing the Submissions.

Sponsor, Fairway Market and their respective affiliates, directors, officers, employees, managers, members and agents disclaim responsibility or liability for any of the following, without limitation: (a) the accuracy, availability or timeliness of any information published about the Contest; (b) any error, omission, interruption, deletion, defect, delay, unauthorized access, theft, destruction or alteration or other modification of an entrant’s Submission; (c) any late, lost, delayed, damaged, misdirected, incomplete, illegible or unintelligible Submissions; (d) any injuries, losses or damages of any kind to any person or property caused by the Prize (or any substitute prize) or resulting from or relating to the acceptance, delivery, possession, use or misuse of a Prize (or any substitute prize) or otherwise stemming from entrant’s participation in the Contest; or (e) printing or typographical errors in Contest materials.

If, for any reason, the Contest is not capable of running as planned, whether due to tampering, unauthorized interference, fraud, technical failures or any other intervening causes beyond the control of the Sponsor and/or Fairway Market which corrupts or otherwise affects the administration, security, fairness, integrity or proper execution of the Contest, Sponsor and/or Fairway Market may cancel, terminate, modify or suspend the Contest at any time without notice to entrants.

6. Release: By participating in the Contest, each entrant releases and agrees to hold harmless Sponsor, Fairway Market and their respective affiliates, directors, officers, employees, managers, members and agents from liability for any claims, costs, injuries, losses or damages arising out of or otherwise relating to the Contest, the entrant's Submission and/or the possession or use of an awarded Prize (or any substitute prize), including, without limitation, claims relating to personal injury, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional, whether based on negligence, gross negligence and/or product liability, breach of contract, or breach of any statutory or other duty or care owed under applicable laws, that entrant or entrant's heirs, next of kin, spouse, distributees, guardians, legal representatives, executors, administrators, successors and assigns may have resulting directly or indirectly from entrants participation in the Contest.

7. Conditions: Each entrant agrees to be bound by these Official Rules, which are absolute and compulsory in all respects. In order to be compliant with applicable federal tax law, winners may be required to provide their social security numbers to the Sponsor and/or Fairway Market. Entrant further grants Sponsor and/or Fairway Market the unconditional and perpetual right to use entrant's name, address (city and state only), likeness, biographical information, photograph and/or likeness, and/or statements about the Contest, Sponsor or Fairway Market for publicity and advertising purposes in all media now known or hereafter discovered, worldwide in perpetuity, including but not limited to on the world wide web and internet, without notice, review or approval and without additional compensation except where prohibited by law. In this regard, all entrants hereby agree to sign and deliver to Sponsor and Fairway Market any and all documents Sponsor and/or Fairway Market may deem necessary or desirable in order to confirm such grant of publicity rights.

Sponsor and/or Fairway Market reserves the right to refuse entry to or to disqualify any individual it finds to be: (a) tampering with the submission process or the operation of the Contest, (b) acting in violation of these Official Rules, (c) acting in an unsportsmanlike or disruptive manner or (d) with the intent to annoy, abuse, threaten or harass any other person.

CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON TO UNDERMINE THE OPERATION OF THE CONTEST OR COMMIT ANY OTHER ACT OF FRAUD MAY VIOLATE FEDERAL AND STATE CRIMINAL AND/OR CIVIL LAWS. SPONSOR RESERVES THE RIGHT TO DISQUALIFY ANY SUCH PERSON AND TO SEEK DAMAGES AND ANY OTHER AVAILABLE REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW.

8. General Terms: The Contest and these Official Rules shall be governed by, and construed in accordance with, the laws of the State of New York without regard to its rules governing conflicts of law. All relevant federal, state and local laws and regulations apply.

Any and all claims and/or disputes (each, a “Claim”) between, arising out of or in any way related to the Contest or these Official Rules shall be resolved by confidential arbitration administered by the American Arbitration Association (AAA) in accordance with its then current Commercial Arbitration Rules. The arbitration proceeding will take place in the City of New York, State of New York before a single, independent arbitrator. Any arbitration commenced pursuant hereto shall proceed solely on an individual basis without the right for any Claims to be arbitrated on a class action basis or on bases involving claims brought in a purported representative capacity on behalf of others. Claims may not be joined or consolidated unless agreed to in writing by Sponsor. No arbitration award or decision will have any preclusive effect as to issues or claims in any dispute with anyone who is not a named party to the arbitration. To the extent permitted by the AAA’s rules, the arbitrator shall be required to (i) apply the Federal Rules of Evidence and (ii) render a decision strictly in accordance with the laws of the State of New York. The decision of the arbitrator shall be final and binding upon the parties. The facts and details of any such arbitration shall remain strictly confidential.

These Official Rules supersede all other disclosures and/or publications with respect to the Contest. Entrants agree to use any materials or information procured as part of the Contest for Contest purposes only and not for any other commercial purpose. The Contest may not be used in connection with any form of gambling.

Notwithstanding anything to the contrary herein, Greek National Tourism Organization and the Hilton Athens have no responsibility with regards to the Contest procedures as set forth herein.

9. Opt-In Consent: By signing up for the Contest, entrants are signing up to receive all promotional email messages that are mass distributed by or on behalf of Fairway Market (the “Email Program”). Signing up for the Contest, and by extension the Email Program, is not required in order to make purchases from Fairway Market. Message and data rates may apply.

10. Privacy: Information collected from entrants is also governed by Fairway Market’s Privacy Police available at www.fairwaymarket.com/privacy-statement/.

11. Winners’ List: To obtain the name of the Contest winner send a request for such along with a self-addressed, stamped envelope to the following: Winners’ List, Fairway Market, 2284 12th Avenue, New York, NY 10027, Attn: WIN A TRIP TO GREECE CONTEST. Requests for the Contest winner will not be processed until December 1, 2019, and must be received before December 31, 2019.

WIN A TRIP TO CYPRUS CONTEST OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THE WIN A TRIP TO CYPRUS CONTEST (THE “CONTEST”); PURCHASE WILL NOT IMPROVE CHANCES OF WINNING THE CONTEST. ENTRANTS DO NOT NEED TO BE PRESENT TO WIN. The Contest begins on September 27, 2019 at 12:00:00 AM Eastern Time (“ET”) and ends on October 17, 2019 at 11:59:59 PM ET (the “Contest Period”). The Contest is sponsored by (i) Deputy Ministry of Tourism of Cyprus, P.O Box 24535, 1390, Nicosia, Cyprus and (ii) Cyprus Agrotourism Company, with offices at 19, Limassol Ave., 1390 Nicosia, Cyprus (collectively, the “Sponsor”).

1. Eligibility: The Contest is only open to individuals who are, at the time of entry: (i) legal residents of the United States, (ii) currently residing in one of the fifty (50) United States or the District of Columbia, except those residing in Arizona or Rhode Island and (iii) eighteen (18) years of age or older (each an “entrant” collectively “entrants”). Corporations and other organizations are ineligible to participate in the Contest. Employees, officers, directors, managers, members, agents, representatives, successors and assignees of (i) the Sponsor and its parents, subsidiaries, affiliates and advertising agencies and (ii) Fairway Group Holdings Corp. and its affiliates (collectively, “Fairway Market”), as well as the family and household members of the foregoing, are also ineligible to participate in the Contest. All Submissions (defined below) must be submitted in the name of an individual person. There is a limit of one Submission per person.

By participating in the Contest, each entrant agrees to be bound by these rules (the “Official Rules”) and Sponsor’s determination, in conjunction with that of Fairway Market, as to the winner and any other Contest related matters. In order to receive the Prize (defined below), potential winners must meet all eligibility requirements. In no case shall Sponsor or Fairway Market be liable to ineligible entrants. The Contest is subject to all federal, state and local laws and regulations and is void in Arizona, Rhode Island, outside the United States and where otherwise prohibited or restricted by law. Failure to comply with the Official Rules will result in entrant’s disqualification.

2. Entry: To enter the Contest, entrants must submit their name and email on the sign up form that will be available online at www.fairwaymarket.com/eatlikeagreek (each, a “Submission”). Only one Submission is allowed per unique email address. Submissions will be made available and accepted for the duration of the Contest Period.

3. Winner Selection: Following the Contest Period, one (1) winner will be selected at random. The winner will be notified by Fairway Market, on or before October 24, 2019, via the email address provided by the entrant in his or her Submission (the “Winner Notification”). By entering the Contest, each entrant is providing written consent to receive the Winner Notification. In order to redeem the Prize (defined below), the Winner must respond to Fairway Market within two (2) weeks of receiving the Winner Notification and provide Fairway Market will all relevant contact information (i.e., name, home/cell phone numbers, full mailing address,

and email address). In the event that Fairway Market does not receive confirmation from the Winner within the stipulated two (2) week period, an alternate winner will be selected.

4. Prize: Two (2) roundtrip, economy-class plane tickets to Cyprus (collectively, the “Plane Tickets”) plus a stay of up to ten (10) nights in Cyprus, five (5) nights of which shall be at a hotel determined after travel dates are finalized and five (5) nights of which shall be at agrotouristic accommodations secured by the Deputy Ministry of Tourism of Cyprus for a tour (collectively, the “Hotel Vouchers”) (the Plane Tickets and the Hotel Vouchers are collectively referred to herein as the “Prize”). The Plane Tickets shall be for flights departing out of either Newark Liberty International Airport (EWR) or John F. Kennedy International Airport (JFK). Notwithstanding the foregoing, the designated departure and arrival airports for the Plane Tickets may be altered at any time prior to the departure date as determined by Sponsor in its sole and absolute discretion. The Plane Tickets are non-endorsable, non-refundable, non-transferable and cannot be redeemed for cash. The Plane Tickets are not eligible for upgrading by points or money, and once the Plane Tickets are issued, no changes are permitted. Travel must be completed within the following dates: (i) November 1, 2019 – April 30, 2020. The Hotel Vouchers are based on availability for two (2) people and are valid until [April 30, 2020](#). The total retail value of the Prize varies, depending on the specific package selected by the winner, between four thousand dollars and five thousand dollars (\$4,000 - \$5,000), but in no case shall exceed \$5,000.

The Prize shall be awarded and is awarded “AS IS” and WITHOUT WARRANTY OF ANY KIND. Sponsor reserves the right to substitute a prize of equal or greater value. Any Prize, or portion thereof, not utilized by the winner will be forfeited.

Disqualification of an initially chosen winner and the selection of an alternate winner will result from the following: (a) if the winner fails to claim his or her Prize within two (2) weeks of receiving the Winner Notification; or (b) any other non-compliance with these Official Rules. All taxes and any other fees and expenses associated with the Prize (or any substitute prize) are the sole responsibility of the winner. The odds of winning depend on number of eligible Submissions received.

5. Limitation of Liability: Sponsor, Fairway Market and their respective affiliates, directors, officers, employees, managers, members and agents shall not be responsible or liable for incorrect or inaccurate information, whether caused by an entrant, equipment malfunction, internet failure, defect with the software or computer systems utilized in connection with the Contest or other technical or human error in processing the Submissions.

Sponsor, Fairway Market and their respective affiliates, directors, officers, employees, managers, members and agents disclaim responsibility or liability for any of the following, without limitation: (a) the accuracy, availability or timeliness of any information published about the Contest; (b) any error, omission, interruption, deletion, defect, delay, unauthorized access, theft, destruction or alteration or other modification of an entrant’s Submission; (c) any late, lost, delayed, damaged, misdirected, incomplete, illegible or unintelligible Submissions; (d) any injuries, losses or damages of any kind to any person or property caused by the Prize (or any

substitute prize) or resulting from or relating to the acceptance, delivery, possession, use or misuse of a Prize (or any substitute prize) or otherwise stemming from entrant's participation in the Contest; or (e) printing or typographical errors in Contest materials.

If, for any reason, the Contest is not capable of running as planned, whether due to tampering, unauthorized interference, fraud, technical failures or any other intervening causes beyond the control of the Sponsor and/or Fairway Market which corrupts or otherwise affects the administration, security, fairness, integrity or proper execution of the Contest, Sponsor and/or Fairway Market may cancel, terminate, modify or suspend the Contest at any time without notice to entrants.

6. Release: By participating in the Contest, each entrant releases and agrees to hold harmless Sponsor, Fairway Market and their respective affiliates, directors, officers, employees, managers, members and agents from liability for any claims, costs, injuries, losses or damages arising out of or otherwise relating to the Contest, the entrant's Submission and/or the possession or use of an awarded Prize (or any substitute prize), including, without limitation, claims relating to personal injury, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional, whether based on negligence, gross negligence and/or product liability, breach of contract, or breach of any statutory or other duty or care owed under applicable laws, that entrant or entrant's heirs, next of kin, spouse, distributees, guardians, legal representatives, executors, administrators, successors and assigns may have resulting directly or indirectly from entrants participation in the Contest.

7. Conditions: Each entrant agrees to be bound by these Official Rules, which are absolute and compulsory in all respects. In order to be compliant with applicable federal tax law, winners may be required to provide their social security numbers to the Sponsor and/or Fairway Market. Entrant further grants Sponsor and/or Fairway Market the unconditional and perpetual right to use entrant's name, address (city and state only), likeness, biographical information, photograph and/or likeness, and/or statements about the Contest, Sponsor or Fairway Market for publicity and advertising purposes in all media now known or hereafter discovered, worldwide in perpetuity, including but not limited to on the world wide web and internet, without notice, review or approval and without additional compensation except where prohibited by law. In this regard, all entrants hereby agree to sign and deliver to Sponsor and Fairway Market any and all documents Sponsor and/or Fairway Market may deem necessary or desirable in order to confirm such grant of publicity rights.

Sponsor and/or Fairway Market reserves the right to refuse entry to or to disqualify any individual it finds to be: (a) tampering with the submission process or the operation of the Contest, (b) acting in violation of these Official Rules, (c) acting in an unsportsmanlike or disruptive manner or (d) with the intent to annoy, abuse, threaten or harass any other person.

CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON TO UNDERMINE THE OPERATION OF THE CONTEST OR COMMIT ANY OTHER ACT OF FRAUD MAY VIOLATE FEDERAL AND STATE CRIMINAL AND/OR CIVIL LAWS. SPONSOR RESERVES THE RIGHT TO DISQUALIFY ANY SUCH PERSON AND TO

SEEK DAMAGES AND ANY OTHER AVAILABLE REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW.

8. General Terms: The Contest and these Official Rules shall be governed by, and construed in accordance with, the laws of the State of New York without regard to its rules governing conflicts of law. All relevant federal, state and local laws and regulations apply.

Any and all claims and/or disputes (each, a “Claim”) between, arising out of or in any way related to the Contest or these Official Rules shall be resolved by confidential arbitration administered by the American Arbitration Association (AAA) in accordance with its then current Commercial Arbitration Rules. The arbitration proceeding will take place in the City of New York, State of New York before a single, independent arbitrator. Any arbitration commenced pursuant hereto shall proceed solely on an individual basis without the right for any Claims to be arbitrated on a class action basis or on bases involving claims brought in a purported representative capacity on behalf of others. Claims may not be joined or consolidated unless agreed to in writing by Sponsor. No arbitration award or decision will have any preclusive effect as to issues or claims in any dispute with anyone who is not a named party to the arbitration. To the extent permitted by the AAA’s rules, the arbitrator shall be required to (i) apply the Federal Rules of Evidence and (ii) render a decision strictly in accordance with the laws of the State of New York. The decision of the arbitrator shall be final and binding upon the parties. The facts and details of any such arbitration shall remain strictly confidential.

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9. Opt-In Consent: By signing up for the Contest, entrants are signing up to receive all promotional email messages that are mass distributed by or on behalf of Fairway Market (the “Email Program”). Signing up for the Contest, and by extension the Email Program, is not required in order to make purchases from Fairway Market. Message and data rates may apply.

10. Privacy: Information collected from entrants is also governed by Fairway Market’s Privacy Policy available at www.fairwaymarket.com/privacy-statement/.

11. Winners’ List: To obtain the name of the Contest winner send a request for such along with a self-addressed, stamped envelope to the following: Winners’ List, Fairway Market, 2284 12th Avenue, New York, NY 10027, Attn: WIN A TRIP TO CYPRUS CONTEST. Requests for the Contest winner will not be processed until December 1, 2019, and must be received before December 31, 2019.