

# Our Ad Match Guarantee

We're committed to providing low prices every day. On everything. So if you find a lower advertised price on an identical product, tell us and we'll match it. Right at the register.

We gladly match the price in the following types of ads:\*

## \* Guidelines and limitations

- We will match any local competitor's advertised price.
- We do not require customers to have the ad with them to honor a competitor's ad.
- Items purchased must be identical to the ad (size, quantity, brand, flavor, color, etc.)



**Buy one, get one free ads with a specified price** (example: Buy one for \$2.49, get one free (BOGO)).



**Competitors' ads that feature a specific item for a specified price at a specific retailer,** for example, \$2.99



**Preferred shopping card advertised prices for specific items** that are in a printed ad and require a competitor's shopping card for the discount to apply



**For fresh produce and meat items** when the price is offered in the same unit type (lb. for lb.; each for each)



## We do not honor:

- Ads when the actual price for items cannot be determined.
- Internet pricing
- Misprinted ad prices of other retailers
- Competitor ads from outside of the store's local trade territory.

We DO NOT match the price in the following types of competitor ads:



**Items that require a separate purchase to get the ad price**  
(example: "Buy [item A] to get [item B] for \$C")



**Items with no actual price that require a purchase to get free product**  
(example: "Buy both [items A & B] to get [item C] for free")



**Items that require a purchase to get a competitors' gift card**  
(example: "Buy [item A] to get a \$B gift card")



**Buy one, get one free (BOGO) ads with no actual price given**



**Going out of business or closeout prices**



**Percentage off**  
(example: "All mascara, 40% off")



**Competitors' private label price promotions**

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