



SMART Points. SMART Reward.

Win a SMART Board™ for Your School!

Dear School Principal,

It's that time of year again! The Hy-Vee SMART Points promotion is back by popular demand! Hy-Vee, Procter & Gamble and now Sara Lee have partnered together to help build a brighter future for your students, teachers and your school. SMART Board™ interactive whiteboards engage students in exciting new ways, inspiring a higher education within a more creative environment. The power of this technology remains the focus of this great promotion.



Every \$20 of Procter & Gamble products purchased at Hy-Vee, in a single transaction, earns the shopper 100 SMART Points to donate to the school of their choice. This year you can earn even more points for your school! Get an additional 100 SMART Points when you purchase \$5 of Sara Lee Bakery products in the same transaction as your qualifying \$20 Procter & Gamble purchase. Printed on the receipt will be a promotional code to be entered on www.hy-vee.com. Once the code is entered, they will select the school for which they would like to make the donation. Shoppers can earn SMART Points from September 1, 2010–November 30, 2010.

Over 200 schools with the most points will win!* Visit www.hy-vee.com and click the SMART POINTS logo to see where your school stands compared to other participating schools in your area. Plus, this year the participant with the most points earned from each winning school will win a MacBook® computer. We encourage you to invest in the future of your school and share the details of this promotion with your students, their parents, and your faculty during the promotional period.

Enclosed in this kit is a custom backpack to create excitement at your school, 2 posters to increase awareness for the SMART Points program, plus we've included a CD loaded with creative tools and assets which include the following: a *simple steps...* document that provides suggestions on how to spread the word about the program, a promotional flyer that you can print out and share with your students and faculty, a SMART Points logo, website banner ads that could be used on your school's website and there is even a prewritten letter that you can print off and send home to parents.

We wish you the best of luck!

Sincerely,

Hy-Vee, Procter & Gamble and Sara Lee

*Qualified schools will be grouped according to geographic location. Point totals will be divided by the number of students enrolled in each of the participating schools, qualifying schools with the most points per grouping wins. See www.hy-vee.com for official rules.

Program dates: 9/1/10 - 11/30/10.

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