

California Giant Berry Farms® “Put Some Spring in Your Step Sweepstakes” Official Rules

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN.

(1) **Description of Sweepstakes** – California Giant Berry Farms (the “**Sponsor**”) is offering, “Put Some Spring in Your Step Sweepstakes” (the “**Promotion**”) and will award prizes via a random selection from eligible entrants. The Promotion begins at 12:00:00 AM Pacific Time (“**PT**”) on March 20, 2014 and ends at 11:59:59 PM PT on April 20, 2014, (“**Overall Promotion Period**”). Within the Overall Promotion Period there are four (4) drawing periods (“**Weekly Drawing Periods**”) conducted per the schedule below, in which one (1) winner will be randomly selected from all eligible entries received during each Weekly Drawing Period.

Weekly Drawing Period	Begins at 12:00:00 AM PT on ...	Ends at 11:59:59 PM PT on ...	Drawing Conducted on or about ...
1	March 20, 2014	March 26, 2014	March 27, 2014
2	March 27, 2014	April 2, 2014	April 3, 2014
3	April 3, 2014	April 9, 2014	April 10, 2014
4	April 10, 2014	April 16, 2014	April 17, 2014

By participating in the Promotion, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of the Sponsor, which shall be final and binding in all respects. By participating in the Promotion, participants agree to release, discharge and hold harmless Promotion Entities (defined below) from any and all damages whether direct or indirect, which may be due to or arise out of participation in the Promotion or any portion thereof, or the acceptance, use/misuse or possession of prizes. Further, the Promotion Entities do not make any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the use of any prize, including, without limitation, quality, merchantability, and fitness for a particular purpose. Further, no responsibilities are accepted for any additional expenses, omissions, delays, re-routing, or acts of any government or authority.

(2) **Eligibility** - The Promotion is open only to legal residents of the fifty (50) United States, the District of Columbia and Canada (excluding Puerto Rico, all other US territories and Quebec) who are eighteen (18) years of age or older at time of entry. Employees, officers and directors of the Sponsor, its parent companies, affiliates, subsidiaries, divisions, advertising, promotional, fulfillment and marketing agencies, (collectively “**Promotion Entities**”) their immediate families (parent, child, sibling & spouse) and persons living in the same households of such individuals (whether related or not), are not eligible to participate in the Promotion. Void in Puerto Rico, all other US territories, Quebec and where prohibited by law, rule or regulation. All federal, state, provincial and local laws and regulations apply.

(3) **How to Enter** –Visit <http://calgiant.hs-sites.com/put-some-spring-in-your-step-sweepstakes> during each of the Weekly Drawing Periods and complete the registration

form with your first/last name, mailing address and e-mail address. There is a limit of one (1) entry per person per e-mail address in each of the Weekly Drawing Periods. Entries received for a given Weekly Drawing Period are eligible only for that Weekly Drawing Period and will not be “rolled forward” for inclusion in subsequent Weekly Drawing Periods. There is a limit of one (1) prize per person per household.

Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different/duplicitous e-mail addresses, the use of a sweepstakes service, the use of multiple identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Entries that are incomplete, contain irregular or invalid information, or are corrupted are void and will not be accepted.

(4) Data Collection – Sponsor collects personal information from you when you enter the Promotion. By entering the Promotion, you agree to all of the terms and conditions of Sponsor’s Privacy Policy. For information about how personal information may be used, see Sponsor’s Privacy Policy, which is available at <http://www.calgiant.com/privacy-policy.php>.

(5) Prizes – In each Weekly Drawing Period one (1) winner will be randomly selected to receive either a “Backyard Party Prize Pack,” consisting of a checkered tablecloth, lantern, Rubbermaid food storage set, bean bag toss game, croquet set, horseshoes game, ladder toss game, outdoor hanging lanterns, and a gift card for fresh California Giant strawberries, Approximate Retail Value (“ARV”) \$250 USD, a “Family Camping Trip Prize Pack,” consisting of a four-person tent, camp cookware set, hiking backpack, horseshoes game, lantern, soft cooler, four Camelbak water bottles, and a gift card for fresh California Giant strawberries, Approximate Retail Value (“ARV”) \$250 USD, a “Family Picnic Prize Pack,” consisting of a picnic blanket, wheeled picnic cooler, four-person picnic set backpack, bean bag toss game, two Frisbees, ring toss game, ladder toss game, and a gift card for fresh California Giant strawberries, Approximate Retail Value (“ARV”) \$250 USD, or a “Culinary Prize Pack,” consisting of a Blendtec Blender, baking stone, kitchen scale, mandolin slicer and grater, spiral vegetable slicer, fruit, vegetable and berry keeper set, salad spinner, herb mill, and a gift card for fresh California Giant strawberries, Approximate Retail Value (“ARV”) \$250 USD. There are four (4) Weekly Drawing Periods and a total of four (4) prize packs with an overall total value of all prizes \$1,000 USD. **The odds of winning depend upon the total number of eligible entries received in any given Weekly Drawing Period (i.e., if there are 1,000 entries received in a Weekly Drawing Period there is a 1or 2 in 1,000 chance of winning.)**

(6) Prize Awarding – Potential winners will be contacted within one (1) business day of the drawing by the e-mail address and/or phone number associated with their entry (“**First Notification**”) and asked to confirm prize acceptance by providing a mailing address for the Spring Activity Prize Pack within five (5) days of Sponsor’s First Notification. Return of First Notification as undeliverable, or failure to comply with any of these requirements will result in disqualification, forfeiture of the prize and the selection of an alternate winner. In compliance with Canadian law, if a Canadian resident’s entry is selected for any prize, the entrant must

correctly answer a multiple part mathematical skill question as a condition of being named a valid winner.

Entrants grant Sponsor the right to use and publish winner's proper name, city and state online and in its social media websites in connection with the Promotion. Acceptance of a prize constitutes permission for Sponsor to use winner's name and likeness solely for advertising and promotional purposes as Sponsor so determines without notice or further compensation, except where prohibited by law. Prize recipient shall not be permitted to (a) replace his/her designated prize with another prize or item or (b) transfer or assign his/her designated prize to another person. All federal, state, provincial, local, and other taxes on prizes are the sole responsibility of the person accepting the prize

(7) General –All decisions of the Sponsor in any matter relating to this Promotion shall be binding and final. Sponsor is not responsible for technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware, software, or website. Sponsor is not responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, for incorrect or inaccurate entry information, howsoever caused, or other error of any kind whether human, mechanical or electronic. Entrants found tampering with or abusing any, aspect of this Promotion, as solely determined by the judges, will be disqualified. If disqualified for any of the above abuses, Sponsor reserves the right to terminate entrant's eligibility to participate in the Promotion. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be in violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Sponsor reserves the right to terminate, cancel, suspend and/or modify the Promotion if any fraud, virus or other technical problem corrupts the administration, security, or proper play of the Promotion, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award prizes at random from among the eligible entries received up to the time of the impairment. The Promotion and the rights and obligations of Sponsor and entrants will be governed by and controlled by the laws of the state of California, applicable to contracts made and performed therein without reference to the applicable choice of law provisions. All actions, proceedings or litigation relating hereto will be instituted and prosecuted, without resort to any form of class action, solely within the state courts of California and federal courts located within such state and county with respect to any action, dispute or other matter pertaining to or arising out of the Promotion. In the event any provision of these Official Rules will be held to be unenforceable, these Official Rules will continue in full force and effect without such provision.

(8) Winners List – Winners will be announced as they are confirmed throughout the overall Promotion Period at the California Giant Berry Farms Facebook page located at <http://www.facebook.com/home.php#!/calgiant>.

Sponsored by:
California Giant Berry Farms

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