

SNYDER'S® OF HANOVER PRETZEL PIECES SAD-SKETBALL INSTANT WIN GAME AND SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, PLAY, WIN OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING.

OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) U.S. STATES AND THE DISTRICT OF COLUMBIA WHO ARE EIGHTEEN (18) YEARS OR OLDER AND THE AGE OF MAJORITY IN THEIR STATES AT THE TIME OF ENTRY. VOID WHERE PROHIBITED.

The Snyder's of Hanover Pretzel Pieces Sad-Sketball Instant Win Game and Sweepstakes ("Promotion") is sponsored by Sponsored by S-L Snacks National, LLC, 13515 Ballantyne Corporate Place, Charlotte, NC 28277 ("Sponsor"), and is administered by Prize Logic, LLC, 25200 Telegraph Road, Suite 405, Southfield, MI 48033 ("Administrator").

- 1. PROMOTION PERIOD AND BRIEF OVERVIEW:** The Promotion consists of an instant win game ("Game") and a sweepstakes ("Sweepstakes"). The Promotion begins on February 15, 2017 at 12:00 PM Eastern Time ("ET") and ends on April 30, 2017 at 11:59:59 PM ET ("Promotion Period"). Administrator's computer is the official clock of the Promotion.
- 2. ELIGIBILITY:** This Promotion is offered only to legal residents of the fifty (50) U.S. States and the District of Columbia who are eighteen (18) years or older and the age of majority in their states at the time of entry. Employees of Sponsor, Administrator, and each of their respective parent companies, subsidiaries and affiliates, distributors, and companies involved in the implementation and execution of the Promotion (collectively "Promotion Entities") and each of their respective immediate family members (i.e., spouse, parent, child, sibling and the "steps" of each) and persons living in the same household of each are not eligible to participate in any prize drawing over a five dollar (\$5.00) value. This Promotion is void where prohibited or restricted by law. By participating in this Promotion, each entrant in the Promotion agrees to be bound by these Official Rules and that the decisions of Sponsor shall be final and binding in all matters pertaining to the Promotion. For purposes of the Promotion, an entrant's email address will be the email address submitted at the time of registration. Entrants will not be allowed to change their email addresses. Each entrant may be required to furnish proof of identification and other proof of eligibility under these Official Rules.
- 3. HOW TO PARTICIPATE IN THE PROMOTION:** During the Promotion Period, an entrant must visit winpieces.com ("Website"), enter his/her email address, and follow the instructions to register by entering all information requested on the registration form including, but not limited to, his/her complete first and last name (no initials), street address (no P.O. boxes), city, state, ZIP code, phone number, and date of birth. Entrant must also confirm that he/she has read and agrees to be bound by these Official Rules. Upon submission of a valid registration form, an entrant will receive one (1) game play ("Game Play") and one (1) entry into the Sweepstakes. Upon receiving a Game Play, a win or lose message will appear indicating whether the entrant is a potential Game prize winner, including the prize description and confirmation number if entrant is a potential Game Prize winner. All potential winning Game Plays are subject to verification by Sponsor or Administrator, whose decisions are final and binding. An entrant is not a winner of any prize, even if the Game should so indicate, unless and until entrant's eligibility and the potential winning Game Play have been verified and entrant has been notified that verification is complete. Sponsor will not accept screen

shots or other evidence of winning in lieu of its validation process. Any Game Play that occurs after the system has failed for any reason is deemed a defective play, is void, and will not be honored. After an entrant has registered for the Promotion, he/she may receive additional Game Plays and entries, subject to the limits below, by returning to the Website, entering his/her email address, and following the instructions to receive a Game Play and a Sweepstakes entry.

IMPORTANT: If an entrant participates using a mobile device, message and data rates may apply. Entrants should consult their wireless providers' pricing plans.

Game Play/Sweepstakes Entry Limit: An entrant is limited to receiving one (1) Game Play and one (1) Sweepstakes entry per day during the Promotion Period. A "day" is defined as starting at 12:00 AM ET and ending at 11:59:59 PM ET on a calendar day during the Promotion Period, except on February 15, 2017, when a day is defined as starting at 12:00 PM ET and ending at 11:59:59 PM ET. Entrants attempting to use multiple email addresses or identities or suspected of attempting to receive more entries or Game Plays than permitted by these Official Rules may, at Sponsor's sole discretion, be disqualified. Entries received from any individual in excess of the stated limitation will be void.

4. SWEEPSTAKES PRIZE RANDOM DRAWING: On or about May 1, 2017, the Administrator will select one (1) potential Sweepstakes prize winner in a random drawing ("Random Drawing") from all eligible Sweepstakes entries received during the Promotion Period. The Sweepstakes winner is deemed to be a potential winner pending verification of his/her eligibility (described in Section 6 below) and compliance with these Official Rules as determined by Sponsor, at Sponsor's sole discretion.

5. PRIZES, ODDS OF WINNING, AND APPROXIMATE RETAIL VALUE:

Sweepstakes Prize (1): The Sweepstakes prize is a \$10,000 check made payable to the winner ("Sweepstakes Prize"). The Sweepstakes Prize approximate retail value ("ARV") is \$10,000. One (1) Sweepstakes Prize will be available in the Promotion.

Game Prizes (15,000): The Game prizes set forth in the table below will be available during the Promotion Period (each a "Game Prize"). Game Prizes are randomly awarded by chance.

GAME PRIZE DESCRIPTION	QUANTITY AVAILABLE	ARV (EACH)	TOTAL ARV
50" LED HD TV (of Sponsor's choosing)	4	\$400	\$1,600
X-Box One System (features selected by Sponsor)	4	\$300	\$1,200
GoPro Hero Session™ Camera (features selected by Sponsor)	4	\$200	\$800
\$200 Ray-Ban Sunglasses Gift Card redeemable online at Ray-Ban.com/usa	4	\$200	\$800
Ozark Trail 22 piece Camping Combo Set (with tent and related gear)	4	\$200	\$800
\$150 Check made payable to winner	4	\$150	\$600
\$100 Fandango Gift Card	5	\$100	\$500
4 packs of Snyder's of Hanover 12 oz. Pretzel Pieces of Sponsor's choosing and a \$50 Netflix Gift Card	46	\$65	\$2,990

\$3.69 voucher for one Snyder's of Hanover 12 oz. Pretzel Pieces of winner's choosing ("Voucher") redeemable at most grocery retailers, expires December 31, 2017	14,925	\$3.69	\$55,073.25
Total	15,000		\$64,363.25

All trademarks are the property of their respective owners. All above listed Game Prize manufacturers/companies are neither sponsors of nor affiliated with the Promotion.

The total number of Game Prizes will not exceed the number of Game Prizes set forth in the table above. Limit of one Voucher and one (1) other Game Prize per person.

Each gift card is subject to all terms and conditions set forth by the issuer. Gift cards will not be redeemed or exchanged for cash, except where required by law. Gift cards will not be replaced or replenished if it lost, stolen, damaged, destroyed or used without the winner's permission and will be voided if altered or defaced. No prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of a prize or force majeure. Each winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for claiming or using any prize won. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. The Promotion Entities shall not be held responsible for any delays in awarding a prize for any reason. Each prize will only be awarded to a winner whose eligibility has been verified.

Odds of Winning: To be a Game Prize winner, an entrant's Game Play must have occurred at the exact randomly predetermined winning time as determined by Sponsor and/or Administrator or, if a Game Play does not occur at the exact randomly predetermined winning time, entrant's Game Play must be the first Game Play following the predetermined winning time. In the event that more than one Game Play occurs at the same exact randomly predetermined time resulting in a "tie", the winning Game Play will be randomly determined by chance as between tied Game Plays. The number of Game Prizes available to be won will decrease during the Promotion Period as Game Prizes are awarded and claimed. Two hundred (200) Game prizes will be awarded each calendar day of the Promotion (provided that there are enough valid Game Plays received).

The odds of winning a Game Prize depend on the random winning time selected for each Game Prize available to be won, the total number of eligible entries received during each calendar day of the Promotion Period, and the time and order any Game Play is submitted and recorded.

Total ARV: The total ARV of all available prizes in the Promotion is \$74,363.25.

Prize Limit: An entrant may win only one (1) Voucher and one (1) other Game Prize. An entrant may win one (1) Game Prize (may include a Voucher) and the Sweepstakes Prize.

- 6. HOW TO CLAIM A PRIZE:** Game Prizes will be mailed to each verified Game Prize winner at the address used at registration. Following the Random Drawing, Sponsor's designee will notify the potential Sweepstakes Prize winner via email at the email address he/she used to register for the Sweepstakes with instructions on how to claim the Sweepstakes Prize. In order to claim his/her prize, the potential Sweepstakes Prize winner will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited) and

any other requested documents (“Winner Documents”) within five (5) calendar days from the date of attempted notification or the Sweepstakes Prize may be forfeited in its entirety and awarded to an alternate winner, at the Sponsor’s sole and absolute discretion. If a potential winner cannot be contacted, does not respond, or fails to sign and return the Winner Documents within the required time period, the potential winner may be disqualified and forfeit the prize. Upon verification of the Sweepstakes Prize winner’s eligibility, the Sweepstakes Prize will be mailed to the verified winner at the mailing address the winner provided at registration. Please allow approximately 6 – 8 weeks following the end of the Promotion for Game Prize and Sweepstakes Prize delivery. If the Sweepstakes Prize is forfeited for any reason, an alternate potential winner may be randomly selected from all remaining eligible non-winning entries received during the Promotion Period, in Sponsor’s sole discretion.

If after a good-faith attempt Sponsor is unable to award or deliver a prize, the prize may not be re-awarded. THE SWEEPSTAKES PRIZE WINNER WILL BE ISSUED A FORM 1099 FOR TAX PURPOSES, AS REQUIRED BY LAW, AND MUST SUBMIT HIS/HER SOCIAL SECURITY NUMBER OR TAXPAYER ID NUMBER FOR SUCH PURPOSE IN CONNECTION WITH COMPLETING THE WINNER DOCUMENTS. ALL FEDERAL, STATE AND LOCAL TAXES IMPOSED ON THE ACCEPTANCE OF A PRIZE ARE SOLELY THE RESPONSIBILITY OF EACH WINNER.

- 7. LIMITATION OF LIABILITY:** By participating in this Promotion, entrants agree the Promotion Entities and their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers, Web masters and their respective officers, directors, employees, representatives, designees and agents (“Released Parties”) are not responsible for lost, late, incomplete, stolen, misdirected, postage due, or undeliverable email notifications or postal mail; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections or availability; or garbled, corrupt or jumbled transmissions, service provider/Internet/Website/UseNet accessibility, availability or traffic congestion; or any technical, mechanical, printing, or typographical or other error; or unauthorized human intervention; or inaccurate capture of registration information; or the failure to capture, or loss of, any such information. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by any Website users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Promotion and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Website or any Promotion-related website(s). Released Parties are not responsible for any injury or damage, whether personal or property, to entrants or to any person’s computer related to or resulting from participating in the Promotion and/or accepting a prize. Released Parties shall not be responsible or liable for entries entered by any automated computer, program, mechanism or device; for any entries in excess of the stated limit; or for entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules, and all such entries will, at Sponsor’s sole discretion, be disqualified.

If, for any reason, an entry is confirmed to have been erroneously deleted, lost or otherwise destroyed, corrupted or for any other reason not accepted as an entry in the Promotion, entrant’s sole remedy is to enter the Promotion again to receive another entry. If for any reason, Sponsor believes the Promotion is not capable of running as planned, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Promotion and/or proceed with the Promotion, including the selection of winners in a manner it deems

fair and reasonable. In the event that, due to technical, typographical, mechanical or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the winners. If for any reason, including, but not limited to, an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, or more prizes are claimed than are intended to be awarded for any prize according to these Official Rules, the intended prize will be awarded in a random drawing from among all verified prize claims received for that prize. This Promotion is subject to all federal, state, and local laws and regulations.

By entering the Promotion, each entrant agrees: (i) to be bound by these Official Rules and by all applicable laws and by the decisions of Sponsor and Administrator, which shall be binding and final; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Promotion; and (iv) to forever and irrevocably agree to release, defend, indemnify and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable outside attorneys' fees) that may arise in connection with: (a) the Promotion, including, but not limited to, any Promotion -related activity or element thereof, and the entrant's entries, participation or inability to participate in the Promotion; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) typographical or printing errors in these Official Rules or any Promotion materials; (d) acceptance, receipt, delivery of, possession, defects in, use, nonuse, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof); (e) change in the prizing (or any components thereof) due to unavailability or due to reasons beyond Sponsor's control, including, but not limited to, acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, civil disturbance, insurrection, riot or other cause beyond any of the Released Parties' control, or as otherwise permitted in these Official Rules; (f) any interruptions in or postponement, cancellation or modification of the Promotion; (g) human error; (h) incorrect or inaccurate transcription, receipt or transmission entry (including, without limitation, registration information or any parts thereof); (i) any technical malfunctions or unavailability of the Website or any telephone network, computer system, computer online system, mobile device, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of the Released Parties or by an entrant; and (j) interruption or inability to access the Promotion, the Website or any other Promotion-related websites or any online service via the Internet due to hardware or software compatibility problems.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS PROMOTION, INCLUDING THE WEBSITE AND PRIZE COMPONENTS, ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSIONS OF IMPLIED WARRANTIES,

THEREFORE SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. Check local laws for any restrictions or limitations regarding these limitations or exclusions.

- 8. DISPUTES:** This Promotion is governed by, and will be construed in accordance with, the laws of the state of North Carolina, and the forum and venue for any dispute shall be in Mecklenburg County, North Carolina. If the controversy or claim is not otherwise resolved through direct discussions or mediation, it shall then be resolved by final and binding arbitration in accordance with JAMS arbitration rules and procedures or subsequent versions thereof (“JAMS Rules”). The JAMS Rules for selection of an arbitrator shall be followed, except that the arbitrator shall be experienced and licensed to practice law in North Carolina. All proceedings brought pursuant to this paragraph will be conducted in Mecklenburg County, North Carolina. The remedy for any claim shall be limited to actual damages, and in no event shall any party be entitled to recover punitive, exemplary, consequential or incidental damages or have damages multiplied or otherwise increased, including attorneys’ fees or other such related costs of bringing a claim, or to rescind this agreement or seek injunctive or any other equitable relief. Entrants agree that the rights and obligations of any entrant and/or Promotion Entities and/or any other party shall be resolved individually, without resort to any form of class action. Any demand for arbitration must be filed within one (1) year of the time the cause of action occurred, or the cause of action shall be forever barred.
- 9. PRIVACY POLICY:** Any personally identifiable information collected during an entrant’s participation in the Promotion will be collected by Sponsor or designee and used by Sponsor, its affiliates, designees, agents and marketers for purposes of the proper administration and fulfillment of the Promotion as described in these Official Rules and otherwise in accordance with Sponsor’s Privacy Policy as stated at <http://www.snydersofhanover.com/privacy-policy.html>.
- 10. PUBLICITY RIGHTS:** By participating in the Promotion and/or accepting a prize, each entrant agrees to allow Sponsor and/or Sponsor’s designee the perpetual right to use his/her name, biographical information, photos and/or likeness, and statements for Promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, including live television, worldwide, 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.
- 11. GENERAL:** Any attempted form of participation in this Promotion other than as described herein is void. If it is discovered that any entrant attempts to receive additional entries in excess of the stated limitation, that entrant may, at Sponsor’s sole discretion, be disqualified from the Promotion. In the event of a dispute as to the identity of the winner, the winning entry will be declared made by the authorized account holder of the email address used to submit the entry. “Authorized account holder” is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning email addresses for the domain associated with the submitted email address. Each potential winner may be required to show proof of being the authorized account holder. Sponsor and Administrator reserve the right to disqualify any individual found, in Sponsor’s or Administrator’s sole discretion, to be tampering with the operation of the Promotion, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of a Promotion. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Promotion may void any attempted participation effected by such methods and the disqualification of the individual utilizing the same.

CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE THE PROMOTION OR THE WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION OR THE WEBSITE IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. All entries and/or materials submitted will not be returned. In the event of any conflict with any Promotion details contained in these Official Rules and Promotion details contained in any Promotion promotional materials (including, but not limited to, point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Promotion as set forth in these Official Rules shall prevail.

- 12. WINNERS LIST:** For a list of winners, an interested individual should mail a self-addressed stamped business envelope to: Winners List, - Snyder's of Hanover Pretzel Pieces Sad-Sketball Instant Win Game and Sweepstakes, P.O. Box 251328, West Bloomfield, MI 48325. Winners List requests must be received no later than June 30, 2017.

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