

SUNBUTTER® BIG APPLE SWEEPSTAKES OFFICIAL RULES.

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING.

1. Sponsor: SunButter Big Apple Sweepstakes (the "Sweepstakes") is sponsored by SunButter Sunflower Butter, PO Box 3022, Fargo, ND (the "Sponsor"). The Sponsor is responsible for all aspects of the Sweepstakes. Participation in the Sweepstakes constitutes the participant's full and unconditional agreement to these Official Rules, and Sponsor's decisions, which are final and binding in all matters related to the Sweepstakes.

2. Eligibility: The Sweepstakes is only open to participants who are legal residents of the United States, and who are 18+ at the time of entry (the "Entrant"). Employees of SunButter Sunflower Butter (the "Sponsor"), their respective affiliates, subsidiaries, advertising, and promotion agencies, suppliers, and their immediate family members, and/or those living in the same household of each are not eligible to participate in the Sweepstakes. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations. Void where prohibited or restricted by law, rule, or regulation.

3. Sweepstakes Period: Entries will be accepted online starting on October 26, 2017 at 12:00 AM and end December 1, 2017 at 11:59 PM (the "Entry Period"). All online entries must be received by December 1, 2017 11:59 PM. All times are Central Standard Time. Entries submitted before or after the Entry Period will not be eligible. Sponsor's computer is the official timekeeping device for the Sweepstakes.

4. How to Enter: The Sweepstakes must be entered by submitting an entry using the online form provided on this site. The entry must fulfill all Sweepstakes requirements, as specified, to be eligible to win a prize. Entries that are not complete or do not adhere to the rules or specifications may be disqualified at the sole discretion of SunButter Sunflower Butter. You may enter only once, and you must fill in the information requested. You may not enter more times than indicated by using multiple email addresses, identities, or devices in an attempt to circumvent the rules. If you use fraudulent methods or otherwise attempt to circumvent the rules your submission may be removed from eligibility at the sole discretion of SunButter Sunflower Butter. Limit one (1) online entry form per person in this sweepstakes.

5. Qualifying Submissions: A photo picturing SunButter and an apple, SunButter-apple creation, or a photo of the Times Square Billboard in addition to all other information requested in the submission form.

6. Prizes: The approximate retail value of all prizes is \$2,500.00. The prizes are: (1) \$1,000 VISA® Gift Card, (3) \$500 VISA Gift Cards. Actual/appraised value may differ at time of prize award. The specifics of the prize shall be solely determined by the Sponsor. No cash or other prize substitution permitted except at Sponsor's discretion. The prize is nontransferable. Any and

all prize related expenses, including without limitation any and all federal, state, and local taxes shall be the sole responsibility of the winner. No substitution of prize or transfer/assignment of prize to others or request for the cash equivalent by winners is permitted. Acceptance of prize constitutes permission for SunButter Sunflower Butter to use winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law.

7. Odds: The odds of winning depend on the number of eligible entries received.

8. Winner Notification: Winners of the Sweepstakes will be notified via email or phone to the e-mail address or phone number they entered into the Sweepstakes with within five (5) business days following the winner selection. SunButter Sunflower Butter shall have no liability for a winner's failure to receive notices due to winners' spam, junk e-mail, or other security settings or for winners' provision of incorrect or otherwise non-functioning contact information. If the selected winner cannot be contacted, is ineligible, fails to claim the prize within 15 days from the time award notification was sent, or fails to timely return a completed and executed declaration and releases as required, prize may be forfeited and an alternate winner selected. The receipt by winner of the prize offered in this Sweepstakes is conditioned upon compliance with any and all federal and state laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY ANY WINNER (AT SPONSOR'S SOLE DISCRETION) WILL RESULT IN SUCH WINNER'S DISQUALIFICATION AS WINNER OF THE SWEEPSTAKES AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

9. Rights Granted By You: By entering this Sweepstakes, you understand that SunButter Sunflower Butter, anyone acting on behalf of SunButter Sunflower Butter, or its respective licensees, successors, and assigns will have the right, where permitted by law, without any further notice, review or consent to print, publish, broadcast, distribute, and use, worldwide in any media now known or hereafter in perpetuity and throughout the World, your entry, including, without limitation, the entry, and entrants name, portrait, picture, voice, likeness, entry/submission photo, or statements about the Sweepstakes, and biographical information as news, publicity, or information and for trade, advertising, public relations, and promotional purposes without any further compensation.

10. Terms: SunButter Sunflower Butter reserves the right, in its sole discretion to cancel, terminate, modify or suspend the Sweepstakes should (in its sole discretion) a virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes. In such case, SunButter Sunflower Butter may judge submissions from all eligible entries received prior to and/or after (if appropriate) the action taken by SunButter Sunflower Butter. SunButter Sunflower Butter reserves the right at its sole discretion to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Sweepstakes or website or violates these Terms & Conditions.

SunButter Sunflower Butter has the right, in its sole discretion, to maintain the integrity of the Sweepstakes, to void entries for any reason, including, but not limited to; multiple entries from the same user from different IP addresses; multiple entries from the same computer in excess of that allowed by Sweepstakes rules; or the use of bots, macros, or scripts or other technical means for entering. Any attempt by an entrant to deliberately damage any website or undermine the

legitimate operation of the Sweepstakes may be a violation of criminal and civil laws and should such an attempt be made, SunButter Sunflower Butter reserves the right to seek damages from any such person to the fullest extent permitted by law. By entering the Sweepstakes you agree to receive email newsletters periodically from SunButter Sunflower Butter. You can opt-out of receiving this communication at any time by clicking the unsubscribe link in the newsletter.

11. Limitation of Liability: By entering you agree to release and hold harmless SunButter Sunflower Butter and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers, and directors from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, whether caused by negligence or not, from (i) such entrant's participation in the Sweepstakes and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof, (ii) technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware, or software; (iii) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Sweepstakes; (v) electronic or human error which may occur in the administration of the Sweepstakes or the processing of entries.

12. Disputes: THIS SWEEPSTAKES IS GOVERNED BY THE LAWS OF THE UNITED STATES AND NORTH DAKOTA, WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Sweepstakes, participant agrees that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with this Sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively before a court located in North Dakota having jurisdiction. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental, or consequential damages, including reasonable attorneys' fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this Sweepstakes), and participant further waives all rights to have damages multiplied or increased.

13. Winners List: For the names of the winners, please contact us at support@sunbutter.com and in the subject line of the email type "SunButter Big Apple Sweepstakes Winners List Request."

14. Sponsor, Administrator: The Sponsor of the Sweepstakes is SunButter LLC, PO Box 3022 Fargo, ND 58108. The Administrator of the Sweepstakes and the address at which the Administrator may be contacted is: The Zimmerman Group, 12701 Whitewater Dr. Suite 120, Minnetonka, MN 55343. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook, Twitter, YouTube, Pinterest, LinkedIn, or Google. You understand that you are providing your information to the owner of this Sweepstakes and not to Facebook, Twitter, YouTube, Pinterest, LinkedIn, or Google.