

# OFFICIAL RULES & REGULATIONS

## Snyder's of Hanover® 12 Days of Happy Sweepstakes

Presented by Snyder's-Lance, Inc.

NO PURCHASE NECESSARY TO ENTER OR WIN

**1. How to Enter: NO PURCHASE NECESSARY / FACEBOOK ENTRIES ONLY.** The Snyder's of Hanover® "12 Days of Happy" Sweepstakes ("Sweepstakes") begins on Facebook at 12:00 a.m. Eastern Time ("ET") on December 8, 2014 and ends at 11:59 p.m. ET on December 19, 2014 ("Sweepstakes Period").

You may enter by visiting Snyder's of Hanover® Facebook Page at [www.facebook.com/snydersofhanover](http://www.facebook.com/snydersofhanover), clicking on the "12 Days of Happy" tab, submitting a photo of your Holiday happiness, and entering a photo caption, entrants first name, entrants last name, valid email address and city. No other method of entry is permitted. Limit of one entry per person, per day, throughout the entire Sweepstakes Period. No mechanically reproduced or automatically generated entries are permitted. Incomplete, illegible, or garbled entries will be disqualified. There will be no verification of receipt of entries. If you enter using a mobile device, standard data charges may apply from your carrier.

**2. Eligibility:** To enter the Sweepstakes, you must be a legal resident of any of the 50 United States or the District of Columbia and be 18 years of age or older as of the date of entry. Sweepstakes is void outside of the aforementioned States and where restricted or prohibited by law. Photos must not contain material that is inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous. Photos must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement. By entering, you certify that you own all copyrights to the photos. If you elect to submit photos of any individuals, you certify that you have obtained the necessary releases from all pictured individuals. Photos deemed to be inappropriate for any reason by Sponsor in its sole and absolute discretion will be eliminated. The Sweepstakes, and any website pages and advertisements relating thereto, are intended for viewing only within the United States. Employees of Snyder's-Lance, Inc., GKV and their respective parent companies, subsidiaries, affiliates, advertising, promotion agencies and the directors, officers, employees or agencies, and any of their respective partners or prize suppliers, their affiliated companies, parents, subsidiaries and advertising and promotion agencies, (collectively, "Sweepstakes Entities"), and their immediate families (defined as spouse, mother, father, in-laws, grandmother, grandfather, brother, sister, children and grandchildren) and members of their households, are ineligible to participate in this Sweepstakes. Void where prohibited.

**3. Drawing and Notification:** Between December 8, 2014 through December 19, 2014 Sponsor and/or GKV will randomly select one (1) winner per day from among all eligible entries received during the Sweepstakes Period. All winners will be notified on or about December 22, 2014. Decisions are final and binding in all respects. Odds of winning a prize depend on the number of eligible entries received during the applicable period. Potential winners will be notified via direct

message on Facebook and an email sent to the address provided on the entry form. Potential winners must respond to message to acknowledge receipt by December 27, 2014. Within 18 days following the drawing, the winner must sign and return a Declaration of Eligibility and Liability/Publicity Release within the time frame indicated in order to formally claim the prize. If a potential winner fails to timely return the signed Declaration, or if a potential winner is discovered to be ineligible or otherwise in violation of these Official Rules, then such person shall be disqualified and an alternate winner will be selected from among the remaining eligible entries received on the applicable day. Sponsor reserves the right to award fewer than the stated number of prizes in the event it fails to receive any eligible entries on a given day during the Sweepstakes Period.

#### **4. Prizes:**

**Twelve (12) Winners** will each receive a holiday prize pack including an assortment (12 bags) of Snyder's of Hanover® products and two (2) bags of a new Snyder's of Hanover® product that will be in full distribution in 2015. Approximate retail value ("ARV") of each prize is \$41.88. Total ARV of all prizes is \$502.56.

No cash in lieu of prize and no substitution of prize, except that Sponsor reserves the right to substitute a prize of equal or greater value if a prize cannot be awarded as described for any reason.

**5. Prize Conditions:** Prize will be shipped via USPS or Federal Express to the mailing address provided in the Declaration Form within 4-6 weeks of confirmation. Returned prizes will not be awarded. All federal, state or other tax liabilities (including income taxes) arising from this Sweepstakes will be the sole responsibility of winner. Except where prohibited by law, the winner's entry and acceptance of the prize constitutes permission for the Sweepstakes Entities to use winner's name, photograph, likeness, statements, biographical information, voice, and city and state address, and the photo submitted in the winning entry on a worldwide basis, and in all forms of media, in perpetuity, without further compensation. Limit of one prize per person/family/household address.

**6. Sweepstakes Conditions:** This Sweepstakes is subject to all applicable federal, state and local laws. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sweepstakes Entities, and waive any right to claim ambiguity in the Sweepstakes or these Official Rules. By participating, entrants also agree to release, discharge, indemnify and hold harmless the Sweepstakes Entities, Facebook, and each of their respective officers, directors, employees, representatives and agents from and against any claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any Sweepstakes-related activity or participation in this Sweepstakes.

**7. Limitations of Liability:** Sweepstakes Entities do not assume any responsibility for incorrect or inaccurate capture of entry information, including, but not limited to, technical malfunctions, human or technical error, printing errors, lost/delayed/garbled data or transmission, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, mobile devices, software or any combination thereof. Sweepstakes Entities are not

responsible for electronic network, scanner or computer hardware or software malfunction and/or transmission failure, loss or delayed or corrupted data transmissions, or any technical or human failures, errors or difficulties of any kind. Sweepstakes Entities are not responsible for lost, late, damaged, delayed, destroyed or misdirected entries, communications or shipments. Sweepstakes Entities may prohibit an entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other entrants or Sweepstakes Entities' representatives. If, for any reason, this Sweepstakes is not capable of running as planned, including, but not limited to, viruses, tampering, unauthorized intervention, fraud or any other causes beyond the reasonable control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the promotion, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes and in such event, to select the winner by random drawing from among all eligible non corrupted online entries up to such time of cancellation, termination or suspension. In the event of dispute as to the identity of a winner based on an e-mail address, the entry will be declared made by the authorized account holder of the e-mail address submitted in the entry. The authorized account holder is the natural person to whom the applicable internet service provider or other organization (such as a business or educational institution) responsible for the domain associated with the submitted email address has assigned the email address.

**8. Winners List:** For the name of winners, available after January 9, 2015, send a self-addressed, stamped (#10) envelope to: Snyder's of Hanover® – 12 Days of Happy Sweepstakes — Winners List, c/o GKV PR, 1500 Whetstone Way, 4<sup>th</sup> Floor, Baltimore, MD 21230, postmarked by January 30, 2015.

**9. Sweepstakes Sponsor / Entity:** The Sponsor of this Sweepstakes is Snyder's-Lance, Inc. at 13024 Ballantyne Corporate Place, Harris Building, Suite 900, Charlotte, NC 28277.

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. As such, please direct any questions, comments or complaints regarding the promotion to the Snyder's-Lance, Inc. via the Contact Us page on the [snydersofhanover.com](http://snydersofhanover.com) website.