

Heluva Good!® Summer Sweepstakes Official Rules

NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. THIS SWEEPSTAKES IS OPEN TO LEGAL U.S. RESIDENTS WHO MEET THE ELIGIBILITY CRITERIA SET FORTH IN THESE OFFICIAL RULES.

- Sweepstakes Description:** The Heluva Good! Summer Sweepstakes (the “Sweepstakes”) is sponsored by HP Hood LLC (“Sponsor”). Sponsor will award a total of three (3) Prizes as detailed in the Prizes section below.
- Sweepstakes Term:** The Sweepstakes begins on July 3, 2017 at 9:00 am Eastern Time (“ET”) and ends on July 24, 2017 at 8:59 am ET (the “Sweepstakes Term”). There will be three (3) weekly terms during the Sweepstakes Term, each of which will run from 9:00 am ET on Monday through 8:59 am ET the following Monday, as detailed in the table below (each, a “Weekly Term”). All entries must be received by Sponsor during the Sweepstakes Term.

Term	Start Day/Time	End Day/Time
Term 1	July 3, 2017 9:00 am ET	July 10, 2017 8:59 am ET
Term 2	July 10, 2017 9:00 am ET	July 17, 2017 8:59 am ET
Term 3	July 17, 2017 9:00 am ET	July 24, 2017 8:59 am ET

- Eligibility:** No purchase or payment is necessary to enter or win this Sweepstakes. A purchase will not increase your chances of winning a prize. The Sweepstakes is open to legal U.S. residents who are 18 years of age, or the age of legal majority in the state of primary residence, or older at the time of Sweepstakes entry, excluding residents of the following states: CA, OR, WA, ID, NV, UT, AZ, AK, HI and NM. Each entrant must have a unique, valid email address. Each entrant may use only one (1) email address to enter. Entrants who create and/or use multiple email addresses to enter will be ineligible. Entrants may not be employees, managers, officers, directors, or independent contractors of Sponsor or its parent company, subsidiaries, affiliated companies, partners, advertising or promotion agencies, nor may they be members of the immediate families of any of the foregoing, or persons living in their households. Entries are limited to individuals only: commercial enterprises and business entities are not eligible. **THE SWEEPSTAKES IS VOID WHERE PROHIBITED OR RESTRICTED BY LAW** and is subject to applicable federal, state and local laws and regulations.

Sponsor: HP Hood LLC, Six Kimball Lane, Lynnfield, MA 01940 is the Sponsor of this Sweepstakes. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook Inc., Target Brands, Inc., Chubbies Inc., Yeti Coolers LLC, Rio Brands, Inc., Greenco, Kangaroo Manufacturing, Inc., BigMouth Inc., Beats Electronics, LLC, Gemline, Luxottica USA LLC S.p.A., Visa, Inc., Weber-Stephen Products LLC, Char-Broil LLC, Grill Hogs, or any other prize manufacturers, retailers or merchants.

- How to Enter the Sweepstakes:** During the Sweepstakes Term, visit www.HeluvaGoodSummer.com (the “Website”) and complete the online entry form. As part of your entry, you will need to select one of the prize options available for certain elements of your potential prize. The elements you select, as well as the fixed prize components, will make up the potential prize for which you are entering the Sweepstakes. Once you enter, you cannot change the prize components you selected. If you do not select a prize component, the default prize components will be your potential prize. You are encouraged, but not required, to engage with the Heluva Good! Summer experience. Entries must be submitted via the Website. Posts on the Heluva Good! Facebook page or entrant’s or any other person’s personal Facebook page or anywhere else will not be considered. Entrants are providing personal information to Sponsor, not to Facebook.

Incomplete entries and entries that do not comply with these Sweepstakes Official Rules will not be considered. **Entrants may enter one (1) time per Weekly Term and up to three (3) times during the Sweepstakes Term.** Duplicate entries by the same person or using the same email address in the same Weekly Term will NOT be accepted. Entries will not be carried over from one Weekly Term to subsequent Weekly Terms. Limit: one (1) Prize per person. All entries become the

property of Sponsor and will not be returned. All entries are subject to Sponsor's Privacy Policy at <http://heluvagood.com/Info/Privacy-Policy>. Sponsor's computer is the official time keeping device for the Sweepstakes.

Sponsor uses third parties to help administer this Sweepstakes. Such third parties will have access to entrant's personal information to help administer the Sweepstakes. By entering the Sweepstakes, you accept all of these Sweepstakes Official Rules.

5. Prize Selection: There will be a total of three (3) drawings (each a "Drawing"), one following each Weekly Term (each, a "Weekly Drawing"). To be eligible for a Weekly Drawing, an eligible entry must be received by Sponsor during the applicable Weekly Term.

For each Drawing, Sponsor will select one (1) potential winner (each, a potential "Winner") in a random drawing of all eligible entries received by Sponsor during the applicable Weekly Term. Sponsor will select multiple entries at the time of each Drawing in the event that Sponsor needs to award a prize to an alternate winner. The potential Winners shall be the first selected entrant in each Drawing. If necessary, potential alternate winner(s) will be named based on the order in which the remaining entries were selected in the Drawing (each, a potential "Alternate Winner"). Potential Winners will be notified using the contact information provided with the official entry form. Potential Winners must accept the Prize within two (2) business days after notification. If a potential Winner does not respond or accept the Prize within two (2) business days from the time when an email notification is sent, or if the potential Winner is not eligible, the Prize will be forfeited by such potential Winner and a potential Alternate Winner will be selected and notified in the same manner as the potential Winner.

Odds of winning a Prize are affected by the number of eligible entries received by Sponsor during the applicable Weekly Term.

6. Sweepstakes Prizes: Sponsor will award each Winner one (1) prize pack (each, a "Prize"). Each Prize shall consist of the fixed prize components, as well as one of the optional prize components (for those items with multiple options), associated with the applicable Price, as described below. For example, if an entrant in Weekly Term 1 selects the Men's swim trunks, a blue cooler and a navy blue chair, and that entrant is drawn as the potential Winner, he/she will win those items as well as the coupons and gift card. Sponsor will not award the optional prize components that were not selected at the time of entry by the Winner. Sponsor will award a total of three (3) Prizes during the Sweepstakes Term.

Term	Prize	Approximate Retail Value ("ARV") of each Prize	ARV of Prize Pack
Weekly Term 1 Beach Prize Pack	<i>Week 1 Prize Pack includes:</i>	-----	\$483.81 – \$503.32
	Twelver (12) Coupons, each for one (1) FREE Heluva Good!® Dip	\$3.99 each; \$47.88 total	
	One (1) \$150.00 Visa® Gift Card	\$150.00	
	<i>As well as one (1) item from each of the below categories (as selected by Winner at the time of entry):</i>	-----	
	<i>Swimsuit:</i> Women's Halter Wrap Two Piece Swimsuit OR Scallop High Neck One Piece Swimsuit OR Men's Chubbies® The Midshipmen Swim Trunks	\$45.03 OR \$39.99 OR \$69.50	
	<i>Cooler:</i> Yeti® Roadie® Cooler: White OR Desert Tan OR Ice Blue	\$199.99	

	Beach Chair: Rio Brands® Hi-Back Deluxe Steel Backpack Chair with Storage Pouch: Navy Blue <u>OR</u> Aruba Blue <u>OR</u> Summer Green	\$45.95	
Weekly Term 2 Pool Prize Pack	Week 2 Prize Pack includes:	-----	\$547.82 – \$555.82
	Twelver (12) Coupons, each for one (1) FREE Heluva Good!® Dip	\$3.99 each; \$47.88 total	
	One (1) \$100.00 Visa® Gift Card	\$100.00	
	As well as one (1) item from each of the below categories (as selected by Winner at the time of entry):	-----	
	Pool Float: Greenco® Giant Inflatable Pizza Pool Float Lounger With Connectors, 6 x 5 Ft. <u>OR</u> Kangaroo Pool Floats® Taco Pool Raft, 6.5 Ft. <u>OR</u> BigMouth, Inc. Giant Ice Pop Pool Float 6 Ft.	\$27.99 <u>OR</u> \$24.95 <u>OR</u> \$19.99	
	Portable Speaker: Beats® Pill+: Black <u>OR</u> White <u>OR</u> Red	\$229.95	
	Sunglasses: Ray-Ban® Original Wayfarer Classic, Green Classic G-15 Non-Polarized Lenses: Black <u>OR</u> Tortoise Brown	\$150.00	
Weekly Term 3 Grilling Prize Pack	Week 3 Prize Pack includes:	-----	\$578.56 – \$582.60
	Twelver (12) Coupons, each for one (1) FREE Heluva Good!® Dip	\$3.99 each; \$47.88 total	
	Weber® Spirit E-310 Black Porcelain Enamel 3-Burner Liquid Propane Gas Grill	\$499.99	
	As well as one (1) item from each of the below categories (as selected by Winner at the time of entry):	-----	
	Grilling Tool: Char-Broil® Cool Clean Nylon Grill Brush <u>OR</u> Weber® Original Spatula <u>OR</u> Grill Hogs® 16" Luxury Oak Barbecue Grill Tongs	\$14.99 \$16.99 \$12.95	
	Apron Kit: Grill Master® Apron Kit inclusive of: apron, detachable bottle opener, padded oven mitt and towel: Red/Black <u>OR</u> Royal/Black <u>OR</u> Black	\$17.74	

The total approximate retail value of all Prizes is \$1610.19 – \$1641.74.

Each Prize includes the shipment and delivery of the Prize to the Winner. Prizes consist of only those items specified in these Sweepstakes Official Rules. Prizes do not include any other items, expenses or any applicable federal, state or local taxes. Each Winner is solely responsible for all other costs and expenses associated with receipt of the Prize, including but not limited to federal, state and local taxes and any other expenses. Prize values may fluctuate based on demand and availability. Any differences between the stated ARV and the actual value will not be awarded. In the event a Winner elects not to use all designated Prize components, the Winner will not be afforded any additional compensation or exchange therefore.

Sponsor will ship or have delivered each Prize to each Winner within 3-4 weeks after confirming Winner eligibility and receiving the Affidavit and Release executed by the Winner as detailed below.

7. Sweepstakes Prize Restrictions: Prize components to be selected by Sponsor in its sole discretion. Each Prize is subject to availability and is subject to restrictions. There is no substitution or cash equivalent of any Prize except at Sponsor's sole discretion due to unavailability of the Prize for any reason. Sponsor is responsible only for Prize delivery. Sponsor is not responsible for Prize utility, quality or other attributes. No Prize is transferable or assignable to another party. The Winner of the Weekly Term 1 Prize may select the size of the swimsuit. Once the Winner of the Weekly Term 1 Prize chooses a swimsuit size, it cannot be returned for a different size. Visa gift card is subject to the Visa Gift Card Terms and Conditions applicable thereto. The Heluva Good! Dip coupons must be used by the applicable expiration date on the coupons. Coupons may not be redeemed for cash and has a cash value of 1/20th of one cent.

8. Taxes: Each Winner is solely responsible for all applicable taxes associated with receipt of the Prize.

9. Sweepstakes Winner Restrictions: If a potential Winner is unable to be contacted using the information provided, or the potential Winner does not respond within two (2) business days after notification, for any reason, the Prize will be forfeited by that potential Winner. If for any reason a potential Winner is ineligible, does not provide a mailing address in one of the eligible states, or does not accept the Prize, the Prize will be forfeited by that potential Winner. Additionally, if a potential Winner is unable to comply with these Sweepstakes Official Rules, the Prize will be forfeited by that potential Winner. In the event a potential Winner rejects any portion of a Prize, Sponsor reserves the right, in Sponsor's sole discretion, to declare the Prize forfeited and award the Prize to a potential Alternate Winner, or award the rejected portion of the Prize to a potential Alternate Winner. If a Prize is forfeited for any reason, no cash or other compensation will be paid to the potential Winner who forfeited the Prize, and Sponsor will select a potential Alternate Winner for the Prize. A potential Alternate Winner will be notified in the same manner described above and is subject to the same restrictions as the potential Winner. Sponsor is not responsible for potential Winner limitations that prevent acceptance or use of any prize.

Each potential Winner will be required to sign and return an Affidavit of Eligibility, Release of Liability, and Publicity Release ("Affidavit and Release") within two (2) business days of receipt of such Affidavit and Release, and must possess age-defining documentation (i.e., photo identification) prior to the Prize release. Failure to execute and return the required documents within two (2) business days of receipt may subject a potential Winner to disqualification and, in such case, a potential Alternate Winner will be selected. Sponsor is not responsible for and shall not be liable for late, lost, misdirected or unsuccessful efforts to notify a potential Winner.

Each Winner agrees to use of his or her name, likeness, photograph, biographical information, personal information and/or Prize information by Sponsor for advertising and promotional purposes in any medium, whether now known or hereafter developed, throughout the world and in perpetuity, without additional compensation to the extent permitted by law. Nothing shall obligate Sponsor to so use or engage in any of the above advertising or promotion.

10. General: By entering this Sweepstakes, each entrant warrants that (a) the entrant has read, understood and followed the Heluva Good! Summer Sweepstakes Official Rules; (b) the entrant agrees to be bound by the decisions of Sponsor; and (c) the entrant is eligible under these Sweepstakes Official Rules. Each potential Winner and his/her entry may be subject to verification and investigation before being awarded any Prize. In the event there are not enough eligible entries during a Weekly Term, or if or if not all Prizes are accepted, Sponsor is not responsible to award more Prizes than

eligible entries received during the applicable Term or Prizes accepted. This Sweepstakes shall be governed by Massachusetts law. By participating in this Sweepstakes, each entrant agrees that any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes shall be resolved individually, without resort to any form of class action and Massachusetts courts shall have exclusive jurisdiction over any dispute or litigation arising from or relating to this Sweepstakes and that venue shall be only in Boston, Massachusetts.

In case of a dispute over the identity of an entrant who submitted a winning entry, the authorized account holder of the email account associated with that entry will be deemed the entrant. The "authorized account holder" is deemed the natural person who is assigned an email address by an internet access provider, service provider or other online organization that is responsible for assigning email addresses for the domain associated with the submitted email address. Said owner must comply with these Official Rules, be the person who completed the act of entering, and, in Sponsor's sole discretion, may be required to provide proof of ownership of the email account.

11. Limitation of Liability: Sponsor is not responsible for any incorrect or inaccurate information associated with or utilized in the Sweepstakes, including but not limited to any printing or typographical errors in any Sweepstakes materials, or for any technical or human error, which may occur in the processing of entries in the Sweepstakes or actions taken via the Website. Sponsor has no liability or responsibility for entrant's participation in or attempt to participate in the Sweepstakes or ability or inability to upload or download any information in connection with the Sweepstakes. Sponsor is not responsible for any personal injury or property damage or losses of any kind which may be sustained to entrant's or any other person's computer equipment, smart phone or mobile device resulting from participation or attempted participation in the Sweepstakes. Sponsor assumes no responsibility for any incomplete, misdirected, late, or lost entries, or any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, garbled or corrupted data transmitted, unavailability or inaccessibility of the Website, theft or destruction or unauthorized access to, or alteration of, entries or entry data, telephone, cable, satellite, network, electronic or Internet connectivity or other online or telephone network communication problems, errors or limitations of any Internet or telephone service providers, servers, hosts or other providers, failure of any online transmissions to be sent or received, traffic congestion on the Internet, or the Website, or failure of the Website to operate in accordance with these Official Rules. If, for any reason, the Sweepstakes is not capable of running as planned, including tampering, unauthorized intervention, fraud, or any other causes beyond the control of Sponsor which affects the administration, security, fairness, integrity or proper conduct of the Sweepstakes, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes. In the event that proper administration of the Sweepstakes is prevented by such causes as contemplated above, Sponsor will pick the potential winners from all eligible, non-suspect entries which comply with these Official Rules which are received by Sponsor prior to such action.

Entrants agree that Sponsor, its prize suppliers, participating retailers, advertising and promotion agencies, Facebook, Inc., Target Brands, Inc., Chubbies Inc., Yeti Coolers LLC, Rio Brands, Inc., Greenco, Kangaroo Manufacturing, Inc., BigMouth Inc., Beats Electronics, LLC, Gemline, Luxottica USA LLC S.p.A., Visa, Inc., Weber-Stephen Products LLC, Char-Broil LLC, Grill Hogs, and any other prize manufacturers, retailers or merchants, and each of their respective parent, subsidiary and affiliated companies, and each of the foregoing entity's respective officers, managers, members, directors, employees, representatives and agents, and any other person or entity related in any way to this Sweepstakes (collectively, the "Sweepstakes Entities") will have no liability whatsoever for, and shall be held harmless by entrants against, any and all liability, including but not limited to any death, injury, loss or damage of any kind, resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the Prize, participation or attempted participation in this Sweepstakes, or while traveling to, preparing for or participating in any prize-related activity. Entrants agree that Sponsor has neither made nor is responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the Prize, including but not limited to its quality, condition or fitness for a particular purpose. The Sweepstakes Entities expressly disclaim any responsibility or liability for injury or loss to any person or property in connection with the entry into this Sweepstakes, participation with the Website, and/or the delivery and/or subsequent use of the Prize, or any portion thereof, awarded.

Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of any of the Sweepstakes; to be acting in violation of the Official Rules; or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. **CAUTION: ANY DELIBERATE ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO UNDERMINE THE LEGITIMATE OPERATION OF ANY OF THE SWEEPSTAKES IS A 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.

ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, INCLUDING COSTS ASSOCIATED WITH ENTERING THIS SWEEPSTAKES, BUT IN NO EVENT SHALL THERE BE A CLAIM OR AWARD OF ATTORNEYS' FEES OR COSTS. UNDER NO CIRCUMSTANCES WILL ENTRANTS BE PERMITTED TO OBTAIN, AND ENTRANT HEREBY WAIVES ALL RIGHTS TO CLAIM, PUNITIVE, INCIDENTAL AND CONSEQUENTIAL DAMAGES AND ANY OTHER DAMAGES, OTHER THAN FOR ACTUAL OUT-OF-POCKET EXPENSES, AND ANY AND ALL RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED.

SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT BE APPLICABLE TO EACH ENTRANT AND/OR WINNER.

12. Winners List: For a list of Sweepstakes Winners, send a written request together with a self-addressed, stamped envelope to Heluva Good! Summer Sweepstakes, c/o HP Hood LLC, Six Kimball Lane, Lynnfield, MA 01940. Requests must be received within ninety (90) days after the end of the Sweepstakes Term. Vermont residents may omit return postage.

13. Administration: Sponsor reserves the right to administer this Sweepstakes in its sole discretion in compliance with all applicable laws.

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