

Justin's Recipe Contest
Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASING A PRODUCT WILL NOT IMPROVE YOUR CHANCES OF WINNING.

- 1. Eligibility:** Justin's Recipe Contest is open to legal residents of the 50 United States and the District of Columbia (excluding residents of Florida, New York, and Rhode Island), 18 years of age or older at the time of entry. Void where prohibited or restricted by law. Employees, officers, directors, agents, representatives, and any of their family members, Justin's Nut Butter ("Sponsor") and their affiliates and subsidiaries, and anyone connected with the conduct of this Contest are ineligible to participate. Limit one entry per person and e-mail address. If more than one entry is received per person and/or e-mail address, only the first eligible entry will be accepted.
- 2. Contest Period:** The Contest begins at 7:00 a.m. Pacific Time ("PT") on August 7, 2012 and ends at 10 p.m. PT on September 3, 2012 ("Contest Period").
- 3. How to Enter:** There are two ways to enter the Contest:
 - (1) Log on to www.facebook.com/JustinsNutButter and complete and submit an entry form, with your Justin's recipe and photo. Sponsors reserve the right, in their sole discretion, to reject any Submission deemed inappropriate, unlawful, objectionable, or offensive, or otherwise in violation of these Official Rules.
 - (2) Instead of entering the Contest online, you may enter the Contest by mailing your recipe and photo with your first and last name, mailing address and e-mail address. Mail-in entries must be sent to Justin's Recipe Contest, Justin's Nut Butter, 2438 30th Street, Boulder, CO 80301 and arrive before the end of the Contest Period.
- 4. Grand Prize Drawing:** Between 1 and 15 winners from Justin's Nut Butter Facebook page will be announced on or before September 10, 2012. All eligible entries received during the Contest Period will be included in the grand prize drawing. Entries must be received by Sponsors by 9:59 p.m. PT on September 3, 2012 in order to be included in the grand prize drawing. Odds of winning the grand prize drawing will depend on the number of eligible entries received during the Contest Period.
- 5. Prizes:** Between 1 and 15 winners from Justin's Nut Butter Facebook page will receive a mixed case of Justin's Nut Butter products, a Justin's t-shirt and their recipe will be featured on the Justin's Webpage. No substitution or transfer of prizes is permitted. Sponsors are responsible only for delivery of prize and not responsible for prize utility, quality, or otherwise. Taxes and fees, if any, are the sole responsibility of the winners. Sponsors maintain the right to take the winners' recipe off the Justin's Webpage at any time for any reason.

- 6. Verification Of Winners And Delivery Of Prizes:** All potential winners will be notified via e-mail.
- 7. General:** Entries and/or entrants who fail to adhere to these Official Rules, provide information that is inaccurate or fraudulent, or attempt to disrupt the Contest or circumvent these Official Rules may not be considered and/or may be disqualified, in Sponsors' sole discretion. Entrants are responsible for all costs or charges involved in accessing the World Wide Web and agree that the cost of accessing the Internet, if any, is part of a larger agreement with an Internet Service Provider or some other means, and that the cost of this access and/or the time spent, if any, to configure their website is not an incremental cost in order to participate in the Contest. Sponsors reserve the right to cancel or modify the Contest if, in Sponsors' sole determination, it believes that the integrity of the Contest has been, or could be compromised or that the Contest is not capable of running as planned for any reason, including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, acts of God, terrorism, or threats thereof, or any other causes. In no event will Sponsors and/or its subsidiaries, affiliates, agencies, law firms, and their employees, officers, directors, agents, and representatives be responsible or liable for: (a) any late, lost, misrouted transmissions or e-mail; (b) telephone, electronic, hardware, software, network, Internet, other computer- or communications-related malfunctions or failures, or other errors, omissions, interruptions or problems that may limit or affect an individual's ability to participate in the Contest or receive any communications or materials relating to the Contest; (c) any disruptions, injuries, losses or damages in any way arising out of or relating to participation in the Contest or the use, misuse, or inability to use any prize, or (d) any printing or typographical errors in any materials associated with the Contest. ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. All federal, state and local taxes on prizes are the responsibility of the winner. Subject to all Federal, State and Local laws and regulations.
- 8. Sponsors:** Justin's Nut Butter, 2438 30th Street, Boulder, CO 80303.