

OFFICIAL RULES

NO PURCHASE NECESSARY.

1. PROMOTION DESCRIPTION: Justin's, LLC ("Sponsor") **None of the Tricks. All of the Treats.** ("Sweepstakes") is an online Sweepstakes that begins at 12:00:00 AM (MST) on 10/2/13 and ends at 11:59:59 PM (MST) on 10/18/13 ("Promotion Period"). Entry into this Sweepstakes is online via Facebook only as more fully described in rule # 2. There will be thirteen (13) Sweepstakes winner for the Promotion Period to be determined by random drawing from among all eligible entries received.

2. HOW TO ENTER: INITIAL ENTRY - To enter the Sweepstakes for the first time, you must be a registered Facebook.com user and "Like" the **Justin's** Facebook Page at www.facebook.com/JustinsNutButter ("Facebook Page"). Click on the "**None of the Tricks. All of the Treats.**" tab on the **Justin's** Facebook Page; and then follow the online instructions to complete the Sweepstakes registration and to submit your entry. BONUS ENTRY: You may receive a bonus entry into the Sweepstakes by sharing the unique bit.ly link provided at the point of entry confirmation and invite a friend to enter the Sweepstakes. For each secondary user that enters the sweepstakes from the unique bit.ly link, one additional entry will be awarded. Indicating that you "Like" the **Justin's** Facebook Page and registration into the Sweepstakes is free, but is subject to acceptance of the terms and conditions of use of www.facebook.com. **Direct any questions, comments, or complaints regarding the Sweepstakes to Sponsor, not Facebook.**

Limit one (1) entry into the Sweepstakes per person during a 24-hour period. The 24-hour entry period for each entrant will be based on date and time of their individual entry and next subsequent entry will not be eligible to be completed until 24-hours later. All entries become the property of Justin's, LLC ("Sponsor") and will not be returned. In the event of a dispute regarding entries, any entries will be deemed to have been submitted by the Authorized Account Holder of the email address submitted at the time of entry, provided that person meets all eligibility requirements set forth in these Official Rules. "Authorized Account Holder" means the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Entrants may not participate with multiple e-mail addresses, multiple Facebook accounts nor may entrants use any device or artifice to enter multiple times in a 24-hour period or as multiple entrants. Any entrant who attempts to enter with multiple e-mail addresses, under multiple identities or uses any other device or artifice to enter multiple times during a 24-hour period will be disqualified from participation in the Sweepstakes and all entries submitted by that entrant will be void. No automated entry devices, bots and/or other programs and/or software are permitted for entry. Sponsor is not responsible for lost, late, illegible, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. Only fully completed entries are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor. By entering the Sweepstakes, entrants fully and unconditionally agree to be bound by these Official Rules and the decisions of the Sponsor, which will be final and binding in all matters relating to the Sweepstakes. Sponsor is not

responsible for any change of mailing address, email address, and/or telephone number of entrants.

3. **ELIGIBILITY:** Open to legal residents of the fifty (50) United States and District of Columbia who are 18 years of age or older at time of entry. Employees of Justin's, LLC, its affiliates, subsidiaries, advertising and promotion agencies (collectively, "Promotion Entities") and their immediate family members and/or those living in the same household of each are not eligible to participate. Void where prohibited.

4. **RANDOM DRAWING:** There will be thirteen (13) random drawings at the end of Promotion Period for a total of thirteen (13) random drawings. Thirteen (13) winners will be selected in the random drawing on Monday, 10/21/13. Winners will be notified by email.

5. **PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS:** Twelve (12) winners will receive one (1) bag of each Justin's Milk and Dark Chocolate Organic Peanut Butter Cups (Total ARV \$83.88). Odds of winning depend on total number of eligible entries received during the Promotion Period. Unclaimed prizes will not be awarded. All applicable federal, state, and local taxes, if any, on prizes, are the sole responsibility of the prize winners.

6. **GENERAL:** If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected. No correspondence will be acknowledged. No cash equivalents, substitutions or transfer of prize permitted except that Sponsor reserves the right to substitute a prize of equal or greater value. Subject to all federal, state and local laws/regulations. Neither Promotion Entities nor their employees will have any liability whatsoever for any injuries, losses or damages of any kind caused by any prize or resulting from acceptance, possession, use and/or misuse of any prize or participation in the Sweepstakes or any prize-related activities. Acceptance of a prize shall be construed as and signify the winner's agreement and consent that Sponsor may use the winner's name, voice, likeness and/or prize information, without limitation, for promotional purposes without further consideration, review, approval or payment, where allowed by law. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the judges, which are final and binding in all respects. Sponsor not responsible for any typographical or other error in the printing of the offer or in administration of the Sweepstakes.

7. **LIMITATIONS AND RELEASES:** Sponsor is not responsible for lost, late, mutilated or illegible entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor or presenter on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof. If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes.

In such event, Sponsor shall post notice on its [Facebook](#) account at www.Facebook.com/JustinsNutButter as soon as practical after any action is taken and award any remaining prizes from among all eligible entries received up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent of the law.

8. PRIVACY: For information about how the Sponsor uses your personal information, please see its privacy policy, located at <http://www.justins.com/privacyPolicy.php>.

SPONSOR: Justin's, LLC 2434 30th St Boulder, CO 80301.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook. You understand that you are providing your information to Justin's, LLC and not to Facebook. The information you provide will be used as fully set forth in the Sponsor's privacy policy found at <http://www.justins.com/privacyPolicy.php>.