

KINKY First 10 Days of Summer Sweepstakes Official Rules

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING THE SWEEPSTAKES. TWITTER ACCOUNT REQUIRED. VOID WHERE PROHIBITED.

1. ELIGIBILITY:

The Sweepstakes is open to all legal residents of the fifty (50) United States who are 21 years of age or older. Void where prohibited. Employees and their immediate families (parent, child, sibling or spouse and/or household members) of **CROSBY LAKE SPIRITS (the “Sponsor”)**, its respective parents, subsidiaries, affiliates, distributors, sales representatives, advertising and Sweepstakes agencies and any other persons or entities associated with this Sweepstakes are ineligible to enter or win. By participating, you agree to abide by and be bound by these Official Rules.

2. SWEEPSTAKES SCHEDULE:

The Submission Period of the **KINKY FIRST 10 DAYS OF SUMMER SWEEPSTAKES** begins at 10:00 a.m. Central Daylight Time (CDT) on **JUNE 21, 2014**, and ends at 11:00 p.m. CDT on **JUNE 30, 2014**

3. ENTRY DIRECTIONS:

FACEBOOK

To enter the Sweepstakes, an Entrant must visit the Sweepstakes Tab at the Sponsor’s Facebook Page [www.facebook.com/kinkyliqueur] (the “Website”). If you are not already a member of Facebook, visit www.facebook.com and follow the links and instructions to become a member. Facebook membership is free.

On the Website, participants must follow the links and instructions to complete Sweepstakes registration.

TWITTER

To enter, you must be a registered member of Twitter with an account in good standing. To become a registered member of Twitter (registration is free), go to www.twitter.com and follow the instructions to become a registered member and create an account (“Account”).

Once registered, find @KINKYLiqueur on Twitter by searching the username @KINKYLiqueur and clicking on ‘Follow’. Next, send a “tweet” from your Account during the Entry Period directed as an “@” reply to @KINKYLiqueur stating what your favorite summertime activity is, and include the hashtag #KINKYSummerSweeps (the “Hashtag”) for one (1) entry into the Sweepstakes (each an “Entry”). If your Twitter Account is set to “protected mode”, your

updates/responses will not be visible in Sponsor's @Reply inbox; and, therefore, will not be received by Sponsor, resulting in your failure to enter the Sweepstakes.

All Sweepstakes entrants are only eligible to win one (1) prize during the Sweepstakes period.

All entries must be received by 11:00 p.m. CST on **JUNE 30, 2014**. Incomplete entries, or those containing incorrect information, will be voided. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. By participating in this Sweepstakes, Entrants agree to be bound by these Official Rules and the decisions of the Sponsor (or an Administrator designated by the Sponsor), whose decisions are final and binding in all matters relating to the Sweepstakes.

Entry is limited to four (4) entries per person per day and/or Account (regardless of whether one person has more than one Account or more than one person use the same Account) and a total limit of fifteen (40) Entries per person and/or Account during the entire Entry Period.

4. OWNERSHIP AND RIGHTS:

Participation in this Sweepstakes constitutes Entrant's permission for the Sponsor to use Entrant's name, photograph, likeness, statements, biographical information, and location (city and state), in all forms of media, in perpetuity, without notice or further compensation.

By entering this Sweepstakes, Entrants agree that each entry becomes the property of Sponsor and Entrant acknowledges that his/her participation may be posted on Sponsor's website, Facebook, or other social networking sites at the Sponsor's discretion. Entrant's information will not be sold.

5. WINNER SELECTION

Following the conclusion of the Sweepstakes, upon confirmation of eligibility, five (5) winners will be selected in a random drawing from all eligible Entries received throughout the Entry Period. The drawing will be conducted by Sponsor or its designee, whose decisions are and shall be final and binding in all matters relating to this Sweepstakes. The prospective prize winner will be notified on Twitter via Direct Message to the Account on or about July 2, 2014. Sponsor is not responsible for changes to the Twitter Direct Message function that may interfere with winner notification. To claim the prize, you may be required to provide your email address. At the sole discretion of the Sponsor, disqualification, forfeiture and the selection of an alternate winner may result from any of the following: [1] potential winner's failure to respond to notification within two (2) days after its transmission; [2] the failure of notification due to deactivation of the potential winner's Account prior to receipt of notification; [3] potential winner's failure to become a follower of @KINKYLiqueur, resulting in the potential winner's failure to receive a Direct Message from Sponsor; [4] potential winner's Account "protected mode" is set so that the potential winner's updates/responses may not be visible in Sponsor's @Reply inbox, [5] potential winner's failure to include the Hashtag in the tweet; [6] potential

winner's failure to provide Sponsor with satisfactory proof of age, identity and residency; [7] potential winner's failure to execute and return an Affidavit of Eligibility/Liability/Publicity Release within seven (7) days after it is mailed; [8] potential winner's failure to validly claim the prize by May 31, 2014 and [9] any other non-compliance with Rules. In the event of a prize forfeiture, the Sponsor may, in its sole discretion, award or not award the forfeited prize to an alternate winner.

6. WINNER SELECTION

Winners will be selected on or about July 2nd and must respond within 2 (two) days or the prize will be given to another random participant.

THE POTENTIAL SWEEPSTAKES WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES.

7. PRIZE DETAILS:

Five (5) Grand Prizes will be awarded. Each Grand Prize consists of the below. The approximate retail value ("ARV") of each Grand Prize is \$80.00 and the total ARV of all Grand Prizes is \$400.00.

Beach Towel - \$15 ARV

Sunglasses - \$5 ARV

Lanyard - \$5 ARV

Tote Bag - \$20 ARV

Water Bottle - \$10 ARV

Headband - \$4 ARV

Tank Top - \$20

All expenses not specifically mentioned herein are not included and are solely the winner's responsibility, including but not limited to standard internet services charges. Prize is not redeemable for cash or transferable, except to a surviving spouse residing in the same household. No substitution allowed except, at Sponsor's sole discretion, a prize of equal or greater value may be substituted. The prize will be awarded provided it is validly claimed by JULY 31, 2014, after which no alternate winner will be selected, nor unclaimed prize awarded. Any prizes pictured in point-of-sale, online, television and print advertising, promotional packaging, and other Sweepstakes materials are for illustrative purposes only. All details and other restrictions of the prize(s) not specified in these Official Rules will be determined by Sponsor in its sole discretion.

Odds of winning a prize depends upon the number of eligible entries received during the Promotion Period.

8. PROVISIONS RELATED TO FACEBOOK:

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook, Inc. ("Facebook") or Twitter. You understand that you are providing your information to Sponsor and not to Facebook or Twitter. The information you provide will only be used for the promotion disclosed in the Official Rules.

Facebook and Twitter shall be included as one of the Released Parties (as defined below), and each Entrant shall release and indemnify Facebook and Twitter upon the same terms and conditions herein that are applicable to the other Released Parties. Any questions, comments or complaints should be directed to Sponsor, not Facebook or Twitter.

9. LIMITATIONS OF LIABILITY AND RELEASE:

IN NO EVENT WILL SPONSOR, ITS RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES, ADVERTISING AND SWEEPSTAKES AGENCIES, DEALERS, DISTRIBUTORS, SUPPLIERS, PRIZE PROVIDERS AND THEIR RESPECTIVE DIRECTORS, OFFICERS, EMPLOYEES, REPRESENTATIVES AND AGENTS BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND (INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES) ARISING OUT OF PARTICIPATION IN THIS SWEEPSTAKES OR THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF, OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZES.

By participating, Entrants release and agree to hold harmless the Sponsor, its respective parents, affiliates, subsidiaries, advertising and Sweepstakes agencies, dealers, distributors, suppliers, prize providers and their respective directors, officers, employees, representatives and agents (herein collectively referred to as the "Released Parties") from any and all liability for any acts, omissions, injuries, death or losses or damages to person or property, of any kind and nature, INCLUDING BUT NOT LIMITED TO CLAIMS/ACTIONS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY that may arise from participating in this Sweepstakes or its related activities or the acceptance, possession, use or misuse of, or any harm resulting from the acceptance, possession, use or misuse of the prize(s).

Sponsor is not responsible for incorrect or inaccurate entry information, whether caused by any of the equipment or programming associated with or utilized in the Sweepstakes, or by any technical or human error, which may occur in the processing of the Sweepstakes entries. Sponsor is not responsible for interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer transmissions or jumbled, scrambled or misdirected entries or transmissions, or for phone, electrical, network, computer hardware or software or program malfunctions, failures or difficulties or for other errors, omissions, interruptions, or deletions of any kind whether human, mechanical or electronic or for any damage to any person's computer related to participating in the Sweepstakes.

Any personally identifiable information collected during an Entrant's participation in this Sweepstakes will be collected by Sponsor and used by, its respective parents, its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Sweepstakes and for marketing purposes as described in these Official Rules.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVE THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

Sponsor reserves the right, in its sole discretion, to modify, cancel or suspend this Sweepstakes, and randomly award the Prize(s) from among all eligible entries received as of such date should fraud, virus, bugs or other causes beyond the Sponsor's control corrupt the administration, fairness, proper play or security of the Sweepstakes. Sponsor reserves the right, at its sole discretion, to disqualify any individual (and all of his/her Sweepstakes entries) who tampers with the entry process. This Sweepstakes is subject to all applicable federal, state and local laws and regulations. The interpretation of these Official Rules shall be governed by the laws of the Minnesota. Any and all disputes will be individually resolved, without resort to class action, in the appropriate courts in the Minnesota exclusively, and subject to the laws of the Minnesota. Should there be a conflict between the laws of the Minnesota and any other laws, the conflict will be resolved in favor of the laws of the Minnesota. All federal, state and local laws and regulations apply. Void where prohibited. Winner acknowledges that Sponsor has neither made nor is in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Prize(s).

10. SPONSOR:

CROSBY LAKE SPIRITS COMPANY, 1999 Shepard Road, Saint Paul, MN 55116