

# OFFICIAL RULES & REGULATIONS

## Lance Back to School Checklist 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 Lance Back to School Checklist Sweepstakes ("Sweepstakes") begins on Facebook at 12:01 a.m. Eastern Time ("ET") on August 6, 2012 and ends at 11:59 p.m. ET on September 14, 2012 ("Sweepstakes Period").

You may enter by visiting the Lance Snacks Facebook Page at [www.Facebook.com/LanceSnacks](http://www.Facebook.com/LanceSnacks) during the Sweepstakes Period, clicking on the Sweepstakes tab, and following the instructions to create a "Lance Back to School Checklist" board on Pinterest. No other method of entry is permitted. Limit of one entry per person/Pinterest account 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.

**2. Eligibility:** To enter the Sweepstakes you must be a legal resident of any of the 50 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. 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.

**3. Drawing and Notification:** On or about September 17, 2012 Sponsor and/or GKV will randomly select six (6) Grand Prize winners from among all eligible entries received. Decisions are final and binding in all respects. Odds of winning a prize depend on the number of eligible entries received. Potential winners will be notified via direct message through Pinterest within 10 days following the drawings. If a potential winner does not respond by phone, email or by sending back the signed affidavit within seven (7) days from the first notification attempt, then such person shall be disqualified and an alternate winner will be selected from among the remaining eligible entries received. Winners will need to sign and notarize an Affidavit of Liability and Publicity Release and provide a mailing address to ship the prize, as described below.

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

**Grand Prizes: Six (6) winners** will each receive a \$100 Visa gift card and an assortment of

Lance Sandwich Cracker products. Gift cards are subject to all terms and conditions generally applicable thereto. Approximately retail value (“ARV”) of each prize is \$125. Combined ARV of all prizes is \$750.

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:** Potential winners will be required to execute an Affidavit of Eligibility and Publicity Release, where legal. Such documents must be signed and returned by the date and/or time indicated within such documents. If a potential winner fails to sign and return such documents within that time, or is found to be ineligible, or if he/she does not comply with the Official Rules, then the potential winner will be disqualified and an alternate winner will be selected from among remaining eligible entries. If a Winner notification is returned as undeliverable or the winner does not timely provide a valid shipping address, this will result in disqualification and an alternate winner will be selected. Prizes will be shipped via USPS or Federal Express to the address provided in the confirmation forms 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 each winner. Except where prohibited by law, the winners’ entries and acceptance of the prize constitutes permission for the Sweepstakes Entities to use said winners’ names, photographs, likenesses, statements, biographical information, voices, and city and state addresses 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, Pinterest 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, 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 winners 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 winning entry will be declared made by the authorized account holder of the e-mail address submitted in the entry, provided he/she is eligible according to these Official Rules. 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 names of winners, available after September 17, 2012, send a self-addressed, stamped (#10) envelope to: Lance Back to School Checklist Sweepstakes - Winners List, c/o GKV PR, 1500 Whetstone Way, 4<sup>th</sup> Floor, Baltimore, MD 21230 to be post-marked no later than September 1, 2012. Vermont residents may omit return postage.

**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 or Pinterest. 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 lance.com website.