

OFFICIAL RULES & REGULATIONS

Snyder's of Hanover® National Pretzel Day Celebration 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 Snyder's of Hanover® "National Pretzel Day Celebration" Sweepstakes ("Sweepstakes") begins on Facebook at 12:01 p.m. Eastern Time ("ET") on April 9, 2014, and ends at 11:59 p.m. ET on April 20, 2014 ("Sweepstakes Period").

You may enter by visiting Snyder's of Hanover® Pretzels Facebook Page at www.facebook.com/snydersofhanover, clicking on the Sweepstakes tab, and completing and submitting an entry through the Sweepstakes application during the Sweepstakes Period, including your name, email address and date of birth. You must be a fan of the Snyder's of Hanover® brand page to enter the contest. No other method of entry is permitted. Limit of one entry per person 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. If you enter using a mobile device, standard data charges may apply from your carrier.

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. Void where prohibited.

3. Drawing and Notification: Beginning on or about April 12, 2014, Sponsor and/or GKV will randomly select twenty (20) prize winners on each of these dates (April 12, April 16 and April 21) from among all eligible entries received as of 11:59:59 p.m. ET the previous day before the drawing. Winners will be randomly selected using the Wildfire Winner Selector. Non-winning entries carry over into subsequent drawings. Decisions are final and binding in all respects. Odds of winning a prize depend on the number of eligible entries received as of each drawing date. Potential winners will be notified via the email submitted in the entry form within 10 days following the drawing. If an email notification is returned as undeliverable, or if a potential winner is discovered to be ineligible or otherwise in violation of these Official Rules, then such person shall be disqualified, and an alternate winner will be selected from among the remaining

eligible entries received. Winners must sign and return a Declaration of Eligibility and Liability/ Publicity Release (“Declaration”) within the timeframe indicated in order to formally claim the prize.

4. Prizes:

Sixty (60) Winners will each receive a prize pack consisting of one (1) of each of the following: box of Sourdough Hard Pretzels (13.5 oz.), Pretzel Spoonz™ (12 oz.), Sweet and Salty Cinnamon Sugar Pretzel Pieces (10 oz.), Nacho Grande Korn Krunchers™ (10 oz.), Honey Wheat Braided Twists (12 oz.), Roasted Garlic and Herb Nibblers (12 oz.), 100 Calorie Mini Tray Pack, Peanut Butter Pretzel Sandwiches (8 oz.), and three (3) of each of the following: 2.25 oz. tubes of Honey Mustard & Onion Flavored Pretzel Pieces, 2.25 oz. tubes of Hot Buffalo Wing Flavored Pretzel Pieces, and 2.25 oz. tubes of Bacon Cheddar Flavored Pretzel Pieces. The varieties of Snyder’s of Hanover® products sent to the winners are at the sole discretion of the Sponsor. Each prize pack also will include one (1) Snyder’s of Hanover t-shirt, ten (10) novelty pretzel eyeglasses, ten (10) Snyder’s of Hanover temporary tattoos and ten (10) Snyder’s of Hanover novelty stickers. Approximate retail value (“ARV”) of each prize is \$55. Combined ARV of all prizes is \$3,300.

No cash in lieu of prize and no substitution of prize, except that Sponsor reserves the right to substitute a prize or prize component of equal or greater value if a prize or prize component cannot be awarded as described for any reason.

5. Prize Conditions: Prizes will be shipped via USPS or Federal Express to the mailing address provided in the Declaration 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, 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, mobile devices, 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 email address, the winning entry will be declared made by the authorized account holder of the email 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 May 19, 2014, send a self-addressed, stamped (#10) envelope to: Snyder's of Hanover® – National Pretzel Day Celebration Sweepstakes – Winners List, c/o GKV PR, 1500 Whetstone Way, 4th Floor, Baltimore, MD 21230 to be post-marked no later than June 6, 2014.

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. As such, please direct any questions, comments or complaints regarding the promotion to Snyder's-Lance, Inc. via the Contact Us page on the snydersofhanover.com website.