

## America's Summertime Favorite Official Rules

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. Eligibility:** America's Summertime Favorite (the "Sweepstakes") is open only to Facebook users who "LIKE" the Snyder's of Hanover® Facebook Page, who are legal residents of the fifty (50) United States and the District of Columbia, and who are at least twenty-one (21) years old at the time of entry. Employees of Snyder's-Lance, Inc., Gray Kirk Vansant Advertising, Inc., HelloWorld, Inc., and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** Snyder's-Lance, Inc., 13024 Ballantyne Corporate Place, Suite 900, Charlotte, NC 28277.  
**Administrator:** HelloWorld, Inc., One ePrize Drive, Pleasant Ridge, MI 48069.

**3. Timing:** The Sweepstakes begins on June 30, 2014 at 12:00 a.m. Eastern Time ("ET") and ends on August 31, 2014 at 11:59 p.m. ET (the "Promotion Period"). The Sweepstakes consists of nine (9) weekly entry periods (each a "Weekly Entry Period") as outlined in the chart below and a Grand Prize entry period which consists of the entire Promotion Period.

Weekly Entry Period	Starts at 12:00 a.m. ET	Ends of 11:59 p.m. ET	Approximate Winner Notification Date
1	June 30, 2014	July 6, 2014	July 10, 2014
2	July 7, 2014	July 13, 2014	July 17, 2014
3	July 14, 2014	July 20, 2014	July 24, 2014
4	July 21, 2014	July 27, 2014	July 31, 2014
5	July 28, 2014	August 3, 2014	August 7, 2014
6	August 4, 2014	August 10, 2014	August 14, 2014
7	August 11, 2014	August 17, 2014	August 21, 2014
8	August 18, 2014	August 24, 2014	August 28, 2014
9	August 25, 2014	August 31, 2014	September 4, 2014

GKV Communications' computer is the official time-keeping device for the Sweepstakes.

**4. How to Enter:** During the Promotion Period, you can enter the Sweepstakes through the America's Summertime Favorite tab on the Snyder's of Hanover Facebook page, which is also accessible through [www.americassummertimefavorite.com](http://www.americassummertimefavorite.com) ("Promotional Site"). If you don't already "like" the Snyder's of Hanover page, you must first click on the "like" button in order to access the tab. Then, once you click on the tab, you will advance to the authorization page where you will be required to authorize Sponsor to pull your profile information and other content in order to participate in the Sweepstakes. Follow the links and instructions to complete and submit the registration form including your name, a valid email address, and your age. You automatically will receive one (1) entry into the applicable Weekly Entry Period drawing(s) and the Grand Prize drawing.

Earn one (1) extra entry each Weekly Entry Period: Each Weekly Entry Period, Sponsor will offer one of the following activities ("Weekly Activity") on the Promotional Site. By responding, submitting your comment, or uploading a photo as directed, you will receive one (1) additional entry into the applicable Weekly Entry Period and the Grand Prize drawing.

Week Entry Period	Weekly Activity
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1	Vote on your favorite summer activity
2	Share your favorite summer pretzel recipe
3	Tell us your favorite summer vacation spot
4	Submit a photo of your summer activities
5	Vote on your favorite summer-themed song
6	Take the Pretzel Personality Quiz
7	Take our America's Summertime Favorite Poll
8	Vote on your favorite Snyder's of Hanover Flavor
9	Vote on your favorite Snyder's of Hanover pretzel

By submitting text or photos ("Content") you agree to allow Sponsor to include it in the gallery on the Promotional Site.

Content submitted must not be indecent, obscene, hateful, tortious, defamatory, or libelous or contain material that violates or infringes another's rights, or disparage Sponsor, Administrator or any other person or party affiliated with the Sweepstakes, or contain material that is unlawful in any way. Entrant must have permission from all individuals that appear in a Content to use their likeness in the Submission and to grant the rights set forth herein. If individuals under the age of 18 are included in the photo, they must be the child of entrant. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor. Sponsor reserves the right to remove any text or photos that it finds unlawful, or in violation of these Official Rules, all in its sole discretion. Sponsor reserves the right to disqualify entries if it determines that they violate these Official Rules.

Limit: You may receive up to two (2) entries each Weekly Entry Period for each applicable Weekly Entry Period drawing and the Grand Prize drawing by returning to the promotional site and participating in each Weekly Activity during the Promotion Period. Multiple entrants are not permitted to share the same email address or Facebook account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, Facebook accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being an authorized account holder.

**5. Drawings:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Weekly Entry Period winners from all eligible entries received during each Weekly Entry Period as well as non-winning entries received during previous Weekly Entry Periods on or around the dates listed in the chart above in Section 3. The Grand Prize winner will be selected from all eligible entries received during the Promotion Period, including the Weekly Prize winners. The potential winners will be notified by email. Except where prohibited, the potential Grand Prize winner will be required to sign and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim his/her prize. Weekly Entry Period winners will be required to provide their mailing address as requested in the winner notification email within five (5) days of the date notice or attempted notice is sent, in order to claim his/her prize. If any potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information, within the required time period (as applicable), or the prize or prize notification is returned as undeliverable, the potential winner forfeits his/her prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held,

after which the prize will remain un-awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes.

**6. Prizes:** ONE (1) GRAND PRIZE: \$10,000 fulfilled as a check payable to the winner. Retail Value: \$10,000.

FORTY FIVE (45) WEEKLY PRIZES (five (5) per Weekly Entry Period): A Snyder's of Hanover branded beach towel and soft sided travel cooler, a portable Bluetooth wireless speaker and six (6) bags of Snyder of Hanover pretzels (varieties and sizes to be determined by Sponsor). ARV: \$127.

The actual value of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Grand Prize winner will receive an IRS 1099 Form for the amount of \$10,000 at the appropriate time. Odds of winning a Weekly Entry Period prize depend on the number of eligible entries received as of each Weekly Entry Period ending date. Odds of winning the Grand prize depend on the number of eligible entries received during the Promotion Period. Limit: One (1) Weekly Prize and one (1) Grand Prize per person. Total ARV of all prizes: \$15,715.

**7. Release:** By receipt of any prize, winners agree to release and hold harmless Sponsor, GKV Communications, Facebook, Inc., Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

**8. Publicity:** Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

**9. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**10. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes

or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**11. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

**12. Entrant's Personal Information:** Information collected from entrants is subject to Sponsor's Privacy Policy <http://snydersofhanover.com/privacy-policy.html> and to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

**13. Winner List:** For a winner list, visit <http://bit.ly/1shmiLT>. The winner list will be posted after winner confirmation is complete.

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**This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.**

**America's Summertime Favorite**  
Abbreviated Rules

**ABBREVIATED RULES for TV and Radio**

NO PURCHASE NECESSARY. OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 21 AND OLDER. VOID WHERE PROHIBITED. Sweepstakes ends 8/31/14. For Official Rules, and complete details, visit [AmericasSummertimeFavorite.com](http://AmericasSummertimeFavorite.com). Sponsor: Snyder's-Lance, Inc.,

**ABBREVIATED RULES for Print (on pack)**

NO PURCHASE NECESSARY. OPEN TO LEGAL RESIDENTS OF THE 50 US (D.C.) 21 YEARS & OLDER. Sweepstakes starts 6/30/14 at 12:00 a.m. ET and ends 8/31/14 at 11:59 p.m. ET. For Official Rules, prize descriptions and odds disclosure, visit [AmericasSummertimeFavorite.com](http://AmericasSummertimeFavorite.com). Sponsor: Snyder's-Lance, Inc., 13024 Ballantyne Corporate Place, Suite 900, Charlotte, NC 28277. [VOID WHERE PROHIBITED](#)

**Abbreviated rules for online Ads – Banner**

NO PURCHASE NECESSARY. Ends 8/31/14. To enter and for Official Rules, visit [AmericasSummertimeFavorite.com](http://AmericasSummertimeFavorite.com).

**Abbreviated Rules for online Ads – Not a Banner AND emails**

NO PURCHASE NECESSARY. Open to legal residents of the 50 United States (D.C.) 21 years and older. Ends 8/31/14. To enter and for Official Rules, including odds, and prize descriptions, visit [AmericasSummertimeFavorite.com](http://AmericasSummertimeFavorite.com). Void where prohibited.