

## OFFICIAL RULES

### ***Hunger Hero Sweepstakes***

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ENTRIES RECEIVED. VOID WHERE PROHIBITED BY LAW. POTENTIAL WINNERS MAY BE REQUIRED TO EXECUTE AN AFFIDAVIT OF ELIGIBILITY / RELEASE OF LIABILITY / PRIZE ACCEPTANCE AGREEMENT BEFORE BECOMING ELIGIBLE TO RECEIVE A PRIZE.

BY ENTERING THE SWEEPSTAKES, YOU, ("PARTICIPANT") AGREE TO THESE OFFICIAL RULES, WHICH FORM A CONTRACT. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITY OBLIGATIONS ON THE PART OF PARTICIPANT AND A LIMITATION OF PARTICIPANT'S RIGHTS AND REMEDIES.

**ELIGIBILITY:** The Hunger Hero Sweepstakes ("Sweepstakes") is open to legal residents of the fifty (50) United States and the District of Columbia, who are in the age of majority in the state of residence (19 in NE and AL, 21 in MS and 18 in all other states) at the time of entry. Persons in any of the following categories are NOT eligible to win a prize: (a) employees or agents of Sponsor and Administrator and their parent companies, subsidiaries, affiliates, advertising and Sweepstakes agencies, (b) individuals engaged in the development, production or distribution of materials for the Sweepstakes; and (c) persons who are in the immediate family of any person in any of the preceding categories (including mother, father, sister, brother, daughter, son, spouse, grandmother, grandfather, children or grandchildren), regardless of where they live; or persons who reside in the same household, whether related or not, as any person in any of the preceding categories. The Sweepstakes is subject to all applicable federal, state and local laws and regulations and is void where prohibited or restricted by law. By entering the Sweepstakes, Participants agree to abide by and be bound by these Official Rules and the decisions of Sponsor and Administrator, which shall be final and binding in all respects.

**PROMOTION PERIOD:** The *Hunger Hero Sweepstakes* ("Sweepstakes") begins on or about 2:00 pm Central Time on July 25th, 2014 and ends at 6:00 pm Central Time on August 31st, 2014 ("Promotional Period"). Administrator's computer is the official time-keeping device for the sweepstakes.

There are two (2) methods of entry.

**HOW TO ENTER ON FACEBOOK:** If you are not already a member of Facebook, you can create an account at [www.facebook.com](http://www.facebook.com); creating an account is free. Once you have a Facebook account, locate the applicable post on the Club Tyson fan page and follow

directions provided. Participant may play the game an unlimited number of times but only a maximum of eight (8) entries will be counted for total sweepstakes entries. Multiple participants are not permitted to share the same Facebook profile. Any attempt by any Participant to obtain more than the stated number of entries by using multiple/different profiles, identities, registrations and logins, or any other methods will void that Participant's entry and that Participant 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 Facebook profile used to register will be deemed to be the registrant. The authorized account holder is the natural person assigned an email address connected with the Facebook profile 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 the authorized account holder.

**TO ENTER VIA MICRO SITE:** Participant logs onto <http://hungerheroes2014.clubtyson.com/> and follows directions provided. Once the game is completed, Participant receives one (1) entry into the sweepstakes. Participant may play the game an unlimited number of times but only a maximum of eight (8) entries will be counted for total sweepstakes entries.

**PRIZE DRAWINGS:** Administrator has developed a random selection application to determine the winner. Selection of the potential winners is determined by Administrator and its proprietary code. Administrator's selection of a winner is final and binding in all matters related to the Sweepstakes. Potential winners will be randomly selected and will be notified of a potential prize via e-mail. Prizes will be fulfilled approximately 4 to 8 weeks after the conclusion of the Sweepstakes and verification of a potential winner's eligibility.

Prize Drawing Times:

August 4<sup>th</sup> - 2:00 pm (CT) 100 winners selected  
August 11<sup>th</sup>- 2:00pm (CT) 100 winners selected  
August 18<sup>th</sup>- 2:00pm (CT) 100 winners selected  
August 25<sup>th</sup>- 2:00pm (CT) 100 winners selected  
September 1st- 2:00pm (CT) 100 winners selected

**PRIZES:** Five Hundred (500) Prizes total. Prizes consist of the following:

1. Tyson Branded Dipping Cups- (50) The total ARV of each dipping cup is \$3.08
2. Tyson Branded Measuring Cups- (25) The total ARV of each measuring cup is \$2.89
3. Spatulas- (25) The total ARV of each spatula is \$2.89
4. Grilling Tool Kit- (15) The total ARV of each kit is \$14.50
5. Tyson Branded Toast Tongs- (150) The total ARV is each tong is \$1.09
6. Tyson Branded Meat Thermometers- (25) The total ARV of each thermometer is \$3.00
7. Tyson Branded flying saucers- (100) The total ARV of each saucer is \$1.00

8. Chicken Erasers- (100) The total ARV of each eraser is \$0.25
9. Cookbooks- (10) The total ARV of each cookbook is \$25.00

The total ARV of all prizes is \$1,130.25.

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. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received.

**FACEBOOK DISCLAIMER: This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook.** By participating in this Sweepstakes, you hereby release Facebook from any claim, allegation, loss or liability of any kind.

**RELEASE:** By receipt of any prize, winner agrees to release and hold harmless Sponsor, Administrator, Facebook 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 Contest or receipt or use or misuse of any prize. Entry into this Sweepstakes and acceptance of prize constitutes permission for Sponsor to use a winner's first name and first initial of last name and state of residence, for advertising/trade and all other purposes, in any and all media, and all media now or hereafter known worldwide, including the Internet and social networking sites, without further compensation, notification or permission, unless prohibited by law.

**LIMITATIONS OF LIABILITY:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by Participants, 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 Participant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason a Participant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Participant's sole remedy is another entry in the Sweepstakes, provided that, if it is not possible to award another entry due to discontinuance of the Sweepstakes, or any part of it, for any reason, 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. 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.

**PUBLICITY:** Except where prohibited, participation in the Sweepstakes constitutes winner's consent to Sponsor and its subsidiaries, affiliates and 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.

**GENERAL CONDITIONS:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond Club Tyson's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Administrator in its sole discretion. Sponsor, in conjunction with Administrator, 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 these Official Rules 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. Headings in this Agreement are for convenience only and shall not be used to construe the terms of this Agreement.

**DISPUTES:** Except where prohibited, Participant 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 Arkansas; (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 Participant be permitted to obtain awards for, and Participant 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 Participant and Sponsor or Administrator in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Arkansas without giving effect to any choice of law or conflict of law rules (whether of the State of Arkansas or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Arkansas. Further, any and all disputes, claims and causes of action arising out of or connected with the Contest, or any prize awarded, will be resolved individually, without resort to any form of class action.

**WINNERS' LIST:** For a list of winners, send a self-addressed stamped envelope to: Club Tyson, Attn: Customer Marketing, Tyson Foods, Inc., 2200 Don Tyson Parkway, Springdale, AR 72762-6999

**SPONSOR:** Tyson Foods, Inc., 2200 Don Tyson Parkway, Springdale, AR 72762-6999

**ADMINISTRATOR:** Dom & Tom Inc., 435 N Michigan Ave, 32<sup>nd</sup> Fl, Chicago, IL 60611

**NOT AFFILIATES:** Any names or marks of third party products used in association with this Sweepstakes are the property of their respective owners. Third party trademark owners do not endorse, sponsor and are not otherwise affiliated with this Sweepstakes.