

HAWAIIAN FOODS WEEK SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING.

The Hawaiian Foods Week Sweepstakes ("Sweepstakes") is sponsored by King's Hawaiian Bakery West, Inc. ("Sponsor"), 19161 Harborgate Way, Torrance, CA 90501 and is administered by Prize Logic, LLC, ("Administrator"), 25200 Telegraph Road, Suite 405, Southfield, MI 48033.

- 1. SWEEPSTAKES PERIOD:** The Sweepstakes begins on June 1, 2017 at 12:00 PM Eastern Time ("ET") and ends on June 25, 2017 at 11:59:59 PM ET ("Sweepstakes Period"). The Administrator's computer is the Sweepstakes official clock.
- 2. ELIGIBILITY:** This Sweepstakes is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least twenty one (21) years old at the time of entry. Employees of Sponsor, Administrator, King's Hawaiian, Del Monte, Mauna Loa, Hawaiian Host, Dog Haus, HyVee, Brookshire Bros., Lowes Foods, and each of their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies (collectively, "Sweepstakes Entities") and each of their immediate family members (e.g., spouse, parent, child, sibling, and their respective spouses and the "steps" of each, regardless of where they reside) and persons living in the same household of each, whether or not related, are not eligible to enter or win. All federal, state, and local laws apply. Void where prohibited or restricted by law.

Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions and interpretations, which are final and binding in all matters related to the Sweepstakes. For purposes of the Sweepstakes, an entrant's residential address and e-mail address will be the physical address and e-mail address submitted at the time of entry. Entrants will not be allowed to change their physical address or e-mail address.

- 3. HOW TO ENTER THE SWEEPSTAKES:** There are five (5) different Sweepstakes available for an entrant to enter: "Lowes Sweepstakes," "HyVee Sweepstakes," "Dog Haus Sweepstakes," "Brookshire Bros Sweepstakes," or the "National Sweepstakes." During the Sweepstakes Period, an eligible entrant may visit one of the following retailer URLs (based on which retailer he/she shops at) or the national URL (if there is he/she has no retailer preference) (each a "Website"): www.Hawaiianfoodsweek.com/lowes (for Lowes), www.Hawaiianfoodsweek.com/hyvee (for HyVee), www.Hawaiianfoodsweek.com/doghaus (for Dog Haus), www.Hawaiianfoodsweek.com/brookshirebros (for Brookshire Bros), or www.Hawaiianfoodsweek.com/sweeps (for the National Sweepstakes).

Once an entrant visits one (1) of the Websites, he/she must complete and submit the registration form including, but not limited to: his/her first and complete last name (no initials), valid e-mail address, phone number, street address (no P.O. Boxes will be allowed), city, state, and zip code. Upon the successful submission of the registration information, an entrant will receive one (1) entry into the respective Sweepstakes he/she entered. There is a limit of one (1) entry per day during the Sweepstakes Period.

An entrant will receive no more than one (1) entry per day during the Sweepstakes Period. If more than one (1) entry per day is received from the same person, telephone number and/or e-mail address during a day, the entries may, at the Sponsor's sole discretion, be disqualified.

4. RANDOM DRAWING: On or around June 26, 2017, the Administrator will randomly select the potential winners from all eligible entries received for each respective Sweepstakes. The Lowes Sweepstakes will have one (1) potential grand prize winner and one (1) potential first prize winner, the HyVee Sweepstakes will have five (5) potential grand prize winners and one (1) potential first prize winner, the Dog Haus Sweepstakes will have one (1) potential grand prize winner, the Brookshire Bros Sweepstakes will have one (1) potential grand prize winner and one (1) potential first prize winner, and the National Sweepstakes will have one (1) grand prize winner. Each winner is considered a potential winner pending verification of his/her eligibility and compliance with these Official Rules.

5. PRIZES, APPROXIMATE RETAIL VALUE (“ARV”), AND ODDS OF WINNING:

A. Lowes Sweepstakes:

- i. Grand Prize (1):** The grand prize is a trip to Honolulu, Hawaii (“Lowes Grand Prize”). Trip includes round-trip coach class air transportation from a major commercial airport near winner’s residence to Honolulu, HI for winner and one (1) adult guest, three (3) nights hotel standard accommodations (single room/double occupancy), a check for \$500 for spending money (made payable to the winner only), and two (2) tickets to the Hawaii Food and Wine Festival event on either November 2, 2017 or November 3, 2017 (event date determined by Sponsor in its sole discretion). The ARV of the Lowes Grand Prize is \$5,800. There will be one (1) Lowes Grand Prize in the Lowes Sweepstakes.
- ii. First Prize (1):** The first prize is a \$500 Lowes gift card (“Lowes First Prize”). The ARV of the Lowes First Prize is \$500. There will be one (1) Lowes First Prize in the Lowes Sweepstakes.
- iii. Total ARV:** The total ARV of all Lowes Sweepstakes prizes is \$6,300.
- iv. Odds of Winning:** The odds of winning a prize depend on the number of eligible entries received in the Lowes Sweepstakes during the Sweepstakes Period.

B. HyVee Sweepstakes:

- i. Grand Prizes (5):** The grand prize is a trip to Honolulu, Hawaii (“HyVee Grand Prize”). Each trip includes round-trip coach class air transportation from a major commercial airport near winner’s residence to Honolulu, HI for winner and one (1) adult guest, three nights hotel standard accommodations (single room/double occupancy), a check for \$500 for spending money (made payable to the winner only), and two (2) tickets to the Hawaii Food and Wine Festival event on either November 2, 2017 or November 3, 2017 (event date determined by Sponsor in its sole discretion). The ARV of the HyVee Grand Prize is \$5,800. There will be five (5) HyVee Grand Prizes in the HyVee Sweepstakes.
- ii. First Prize (1):** The first prize is a \$500 HyVee gift card (“HyVee First Prize”). The ARV of the HyVee First Prize is \$500. There will be one (1) HyVee First Prize in the HyVee Sweepstakes.
- iii. Total ARV:** The total ARV of all HyVee Sweepstakes prizes is \$29,500.

- iv. **Odds of Winning:** The odds of winning a prize depend on the number of eligible entries received in the HyVee Sweepstakes during the Sweepstakes Period.

C. Dog Haus Sweepstakes:

- i. **Grand Prize (1):** The grand prize is a trip to Honolulu, Hawaii (“Dog Haus Grand Prize”). Trip includes round-trip coach class air transportation from a major commercial airport near winner’s residence to Honolulu, HI for winner and one (1) adult guest, three (3) nights hotel standard accommodations (single room/double occupancy), a check for \$500 for spending money (made payable to the winner only), and two (2) tickets to the Hawaii Food and Wine Festival event on either November 2, 2017 or November 3, 2017 (event date determined by Sponsor in its sole discretion). The ARV of the Dog Haus Grand Prize is \$5,800. There will be one (1) Dog Haus Grand Prize in the Dog Haus Sweepstakes.
- ii. **Odds of Winning:** The odds of winning a prize depend on the number of eligible entries received in the Dog Haus Sweepstakes during the Sweepstakes Period.

D. Brookshire Bros Sweepstakes:

- i. **Grand Prize (1):** The grand prize is a trip to Honolulu, Hawaii (“Brookshire Bros Grand Prize”). Trip includes round-trip coach class air transportation from a major commercial airport near winner’s residence to Honolulu, HI for winner and one (1) adult guest, three (3) nights hotel standard accommodations (single room/double occupancy), a check for \$500 for spending money (made payable to the winner only), and two (2) tickets to the Hawaii Food and Wine Festival event on either November 2, 2017 or November 3, 2017 (event date determined by Sponsor in its sole discretion). The ARV of the Brookshire Bros Grand Prize is \$5,800. There will be one (1) Brookshire Bros Grand Prize in the Lowes Sweepstakes.
- ii. **First Prize (1):** The first prize is a \$500 Brookshire Bros gift card (“Brookshire Bros First Prize”). The ARV of the Brookshire Bros First Prize is \$500. There will be one (1) Brookshire Bros First Prize in the Brookshire Bros Sweepstakes.
- iii. **Total ARV:** The total ARV of all Brookshire Bros Sweepstakes prizes is \$6,300.
- iv. **Odds of Winning:** The odds of winning a prize depend on the number of eligible entries received in the Brookshire Bros Sweepstakes during the Sweepstakes Period.

E. National Sweepstakes:

- i. **Grand Prize (1):** The grand prize is a trip to Honolulu, Hawaii (“National Grand Prize”). Trip includes round-trip coach class air transportation from a major commercial airport near winner’s residence to Honolulu, HI for winner and one (1) adult guest, three (3) nights hotel standard accommodations (single room/double occupancy), a check for \$500 for spending money (made payable to the winner only), and two (2) tickets to the Hawaii Food and Wine Festival event on either November 2, 2017 or November 3, 2017 (event date determined by Sponsor in its sole discretion). The ARV of the National Grand Prize is \$5,800. There will be one (1) National Grand Prize in the National Sweepstakes.
- ii. **Odds of Winning:** The odds of winning a prize depend on the number of eligible entries received in the National Sweepstakes during the Sweepstakes Period.

F. For All Trip Prizes: Winners' guests must be 21 years of age or older. If a winner elects to travel or partake in the Prize without a guest, no additional compensation will be awarded to the winner. Trips must be taken on dates specified by Sponsor. Winners and guests must travel on the same itinerary. The actual value of a trip may vary depending on point of departure and fluctuations in the cost of air transportation. Any difference between the estimated ARV and the actual value of a prize will not be awarded. If winner resides within a 100-mile radius of destination, ground transportation may be provided in lieu of air transportation, and no compensation will be provided for any difference in prize value. Winner must travel on dates determined by Sponsor or prize will be forfeited. Winner and guests are responsible for having valid travel documents including government identification and/or passports. Winner is responsible for all travel expenses not included herein, including airline baggage fees, gratuities, meals, and any other incidental costs or expenses related to participation in this prize. Travel must be booked at least 7 days in advance. Guests of winner must sign and return a travel liability release before travel will be booked. Winner and his or her guest hereby acknowledges that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the trip. Winner will be required to provide a major credit card upon hotel check-in, and all in-room charges will be charged to the credit card. Any damage to the room will be the responsibility of the winner. Sponsor bears no responsibility if any event, element or detail of a prize is canceled, postponed or becomes unavailable for any reason. Should any event, element or detail of a prize become unavailable, the Sponsor shall have no obligation to the winner aside from providing the remaining portion of the prize, minus any unavailable event, element or detail. Sponsor is not responsible if event is delayed, postponed, or canceled for any reason. Winner will not receive compensation from Sponsor for tickets that the winner is unable to use due to cancellation of the event, but tickets may be subject to standard rain-check policies and procedures set by the issuer. Winner agrees that event admission is awarded pursuant to a revocable, nontransferable license that is personal to that applicable winner, and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated or otherwise conveyed. Sponsor reserves the right to remove or to deny entry to Winner and/or his/her guest(s) if either winner or his/her guest(s) violates the previous restrictions or engages in a disruptive manner, or with intent to abuse, threaten or harass any other person at the event.

G. General Conditions: Terms and conditions of gift cards apply. In no event will more Prizes than are stated in these Official Rules be awarded. If, for any reason, more Prize notifications are sent (or more claims are received) than the number of Prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of Prizes through a random drawing from among all eligible Prize claims received. There is a limit of one (1) prize per person/household. No Prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a Prize of equal or greater value in case of unavailability.

6. HOW TO CLAIM A PRIZE: After the random drawing, Administrator will notify the potential winners via e-mail at the e-mail address provided at the time of registration. Before being declared a winner each potential Grand Prize winner will be required to sign and execute an Affidavit of Eligibility/Liability & Publicity Release and tax acknowledgment ("Affidavit"). Each potential winner must return a fully executed and notarized Affidavit to the Sponsor or its authorized designee within seven (7) calendar days from the date it is postmarked as being sent to the potential winner or the prize may (in Sponsor's sole discretion) be forfeited. Each potential winner (and guest) may be subject to a background check

before his/her prize is awarded. Sponsor reserves the right to disqualify a potential winner (or guest) based on the results of such background check if Sponsor determines in its sole discretion that awarding the prize to any such individual might reflect negatively on the Sponsor. If a potential winner is disqualified, found to be ineligible or not in compliance with these Official Rules, declines to accept a prize, or in the event that the potential winner fails to return an executed and notarized Affidavit within the seven (7) calendar day deadline, the prize may be forfeited. If a prize is forfeited, the prize may be awarded to an alternate winner, selected in a random drawing from among all remaining eligible entries, as determined by Sponsor in its sole discretion. If, after a good-faith attempt, Sponsor is unable to award or deliver a prize, the prize may not be re-awarded.

Sponsor will attempt to notify each potential winner as set forth above, but Sponsor is not responsible for any undelivered e-mails, including without limitation e-mails that are not received because of a winner's privacy or spam filter settings which may divert any Promotion e-mail, including any winner notification e-mail, to a spam or junk folder. Prizes that are unclaimed, unredeemed, or returned as undeliverable will not be awarded. Prize is non-transferable and no prize substitution, exchange or cash equivalent will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of the prize or force majeure, at Sponsor's sole and absolute discretion. Sweepstakes Entities shall not be held responsible for any delays in awarding the prize for any reason.

EACH GRAND PRIZE WINNER WILL BE ISSUED A FORM 1099 FOR TAX PURPOSES IN THE AMOUNT OF THE ACTUAL RETAIL VALUE OF THE PRIZE AND MUST SUBMIT HIS/HER SOCIAL SECURITY NUMBER, AS REQUIRED BY LAW. ALL FEDERAL, STATE AND LOCAL TAXES IMPOSED ON THE ACCEPTANCE OF THE PRIZE ARE SOLELY THE RESPONSIBILITY OF THE WINNER.

- 7. LIMITATION OF LIABILITY:** By participating in this Sweepstakes, entrants agree that the Sweepstakes Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail/text notifications or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/network accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Sweepstakes; (vii) any injury or damage, whether personal or property, to entrants or to any person's computer related to or resulting from participating in the Sweepstakes and/or accepting a prize; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Sweepstakes Entities are not responsible for any unanswered or undeliverable winner notifications.

By entering the Sweepstakes, each entrant agrees: (i) to be bound by these Official Rules, including entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Sweepstakes; and (iii) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without

limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Sweepstakes, including, but not limited to, any Sweepstakes-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Sweepstakes; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by entrant.

If, for any reason, the Sweepstakes is not capable of running as planned, Sponsor reserves the right, at its sole and absolute discretion, to cancel, terminate, modify or suspend the Sweepstakes and/or proceed with the Sweepstakes, including the selection of a winner in a manner it deems fair and reasonable, including the selection of a winner from among eligible entries received prior to such cancellation, termination, modification or suspension. In no event will more prizes be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, mechanical, administrative, printing, production, computer or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the winner.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE PRIZES, IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT.

- 8. DISPUTES: THIS SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE OAKLAND COUNTY, MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("AAA RULES"). THE AAA RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR SWEEPSTAKES ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR FROM THE END OF THE SWEEPSTAKES PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.**
- 9. PRIVACY:** Sponsor's privacy policy is available at www.kingshawaiian.com/privacy-policy/.

10. PUBLICITY RIGHTS: By participating in the Sweepstakes and/or accepting a prize, each entrant agrees to allow the Sponsor and/or the Sponsor's designee the perpetual right to use his/her name, address (city and state), biographical information, photos, picture, portrait, likeness, voice, and/or statements regarding the Sweepstakes and/or Sponsor for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, including, but not limited to, live television, worldwide, on the World Wide Web and Internet, without notice, review or approval and without additional compensation, except where prohibited by law.

11. GENERAL: Any attempted form of participation in this Sweepstakes other than as described herein is void. Sponsor and Administrator reserve the right to disqualify any entrant found or suspected, in their sole and absolute discretion, to be tampering with the operation of the Sweepstakes; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of this Sweepstakes. Any attempted form of participation in this Sweepstakes other than as in these Official Rules is void. If it is discovered that a person has registered or attempted to register more than once using multiple phone numbers, e-mail addresses, residential addresses, multiple identities, IP addresses, use of proxy servers, or like methods, all of that person's entries will be declared null and void and that person will not be awarded any prize that he/she might have been entitled to receive. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Sweepstakes will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator. In the event of a dispute as to the identity of a winner, the winning entry will be declared made by the authorized account holder of the e-mail address submitted on the registration form associated with such entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Each entrant may be required to show proof of being an authorized account holder. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the prize documents will not affect the validity or enforceability of any other provision. No entrant shall have the right to modify or amend these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in any promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.

12. WINNERS LIST: For a list of winners, mail a self-addressed stamped business envelope to: Winners List, - Hawaiian Foods Week Sweepstakes, P.O. Box 251328, West Bloomfield, MI 48325. Winner List requests must be received no later than August 25, 2017.

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