

Häagen-Dazs Artisan Collection - Sweepstakes Official Rules

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

1. Eligibility: Häagen-Dazs Artisan Collection - Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of Nestle USA, Nestle Dreyer's Ice Cream Company, HDIP, Inc., Alcone Marketing Group, 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: Nestle Dreyer's Ice Cream Company, 5929 College Ave., Oakland CA 94618.
Administrator: HelloWorld, Inc., One ePrize Drive, Pleasant Ridge, MI 48069.

This Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook or Twitter.

3. Timing: The Sweepstakes begins on June 17, 2015 at 12:00 a.m. Eastern Time ("ET") and ends on July 31, 2015 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: To participate entrants must have either a Facebook or Twitter account ("Social Account"). Your Social Account settings must be set to unprotected and/or public in order for your Tweets or shares to be viewable by Sponsor and its agents. Creating a Social Account is free, but is subject to the applicable terms and conditions. During the Promotion Period, visit <http://www.craftedlikenoother.com> and follow the links and instructions to enter. Follow the links and instructions to complete and submit the registration form. Then, follow the links and instructions to complete one or both of the following actions:

- a. Facebook Referral:** You will be invited to share the documentary trailer on Facebook. Follow the links and instructions to share the prepopulated message including a unique link on Facebook. If one (1) friend clicks on the unique link, you will receive one (1) entry into the Sweepstakes. You will not get your entry if your friend does not click the unique link; a click-through by more than one friend does not secure more than one (1) entry.
- b. Twitter Share:** You will be invited to share the documentary trailer on Twitter. Follow the links and instructions to click on the tweet button and you will receive one (1) entry into the Sweepstakes.

Limit: Each entrant may receive one (1) Sweepstakes entry per sharing method during the Promotion Period. Multiple entrants are not permitted to share the same Facebook or Twitter account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email 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 the authorized account holder.

5. Prize 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 Sweepstakes winners from all eligible entries received during the Promotion Period, on or around August 3, 2015. The potential winners will be notified by email, mail or phone. Except where prohibited, each potential Grand, First and Second Prize winner (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") which must be received by Administrator, within seven (7) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a 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 (if applicable), or the prize 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 of a Grand Prize through Seventh Prize 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. Unclaimed Eighth Prizes will not be awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes.

6. Prizes: ONE (1) GRAND PRIZE: A trip for two (2) to San Francisco, CA to dine at Bar Tartine (or similar). Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to San Francisco, CA; three (3) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); a \$400 allowance for full-size rental car for length of stay; a \$400 credit at Bar Tartine (or similar) for dinner for two (2) (determined by Sponsor in its sole discretion); \$1,200 spending money; and travel agent services. If winner does not meet requirements for rental car, that portion of the prize will be forfeited in its entirety. Winner must complete the trip within 6 months from the drawing date or prize will be forfeited. Winner must travel on the dates determined by Sponsor in its sole discretion or prize will be forfeited. Notwithstanding the foregoing, Sponsor will make reasonable efforts to select travel dates acceptable to winner. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates.

Sponsor is not responsible if dinner is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Approximate Retail Value ("ARV"): \$5,175. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. ONE (1) FIRST PRIZE: A Walnut Bloodroot Knife Set which includes a petty knife and a paring knife. ARV: \$634. ONE (1) SECOND PRIZE: A Spalted Pecan Bloodroot Knife Set which includes a petty knife and a paring knife. ARV: \$634. ONE (1) THIRD PRIZE: A Single Recycled Round File Bloodroot Paring Knife. ARV: \$234. TEN (10) FOURTH PRIZES: A year's supply of Häagen-Dazs® ice cream awarded as twenty-four (24) VIP coupons, each good for one 14 oz. container of Häagen-Dazs® ice cream (a value of up to \$4.61/each). Terms and conditions of coupons apply. ARV of each prize: \$110.64. A check for \$110.64 will be awarded to winners who are residents of states whose dairy discounting regulations restrict or prohibit awarding of dairy product coupons. FIFTY (50) FIFTH PRIZES: A Classic Iga-yaki Donabe Earthenware (Small). ARV: \$65. TWENTY (20) SIXTH PRIZES: A spice set with an autographed Bar Tartine Cookbook. ARV: \$57. ONE HUNDRED FIFTY (150) SEVENTH PRIZES: An autographed Bar Tartine Cookbook. ARV: \$38. TWO HUNDRED FIFTY (250) EIGHTH PRIZES: A free 14 oz. container of Häagen-Dazs® ice cream, awarded as a VIP coupon (good for one (1) 14 oz. container of Häagen-Dazs® ice cream a value of up to \$4.61. Terms and conditions of coupons apply. ARV of each prize: \$4.61. A check for \$4.61 will be awarded to winners who are residents of states whose dairy discounting regulations restrict or prohibit awarding of a dairy product coupon.

For all Prizes: 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. Odds of winning a prize depend on the number of eligible entries received during the Promotion Period. Limit: one (1) prize per person. Total ARV of all prizes: \$19,025.90.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, Nestle USA, Nestle Dreyer's Ice Cream Company, HDIP, Inc., Alcone Marketing Group, Facebook, Inc., Twitter 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://www.haagendazs.us/Home/Privacy>.

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

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