

BIG FLAVORICE FUN SWEEPSTAKES OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE UNITED STATES ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED IN THE UNITED STATES AT THE TIME OF ENTRY. OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND DISTRICT OF COLUMBIA, 18 YEARS OF AGE OR OVER. VOID IN PUERTO RICO AND WHERE PROHIBITED.

1) SWEEPSTAKES PERIOD. The Big FlavorIce Fun Sweepstakes (the "Sweepstakes") begins April 1, 2017 at 12:01:00 AM Eastern Time ("ET") and ends on September 15, 2017 at 11:59:59 PM ET (the "Sweepstakes Period"). At the end of the Sweepstakes Period, a random drawing will be conducted on or about October 2, 2017 to select two (2) potential Grand Prize winners (the "Potential Grand Prize Winners") and ten (10) potential Second Prize winners (the "Potential Second Prize Winners") from among all eligible entries received during the entire Sweepstakes Period.

2) ELIGIBILITY. The Sweepstakes is open to legal residents of the fifty (50) United States and the District of Columbia who are eighteen (18) years of age and older. **Sponsor reserves the right to conduct a background check on any Potential Winning Entrant (as defined below), per Section 5 below.** Void where prohibited. Employees, directors and officers, and their immediate families (spouse, parents, children, siblings, and their respective spouses), and their respective household members, of Sponsor, its affiliates, subsidiaries, divisions, advertising and promotion agencies and prize providers, are not eligible to enter or win. Sweepstakes is subject to all applicable federal, state and local U.S. laws. All interpretations of these Official Rules and decisions by Sponsor are final.

3) SPONSOR. This Sweepstakes is sponsored by The Jel Sert Company, Route 59 and Conde Street, West Chicago, IL 60185 (the "Sponsor").

4) HOW TO ENTER. During the Sweepstakes Period, visit www.flavorice.com/promotion (the "Website") and follow the on-screen instructions to complete and submit the entry form to receive one (1) entry into the Sweepstakes. **Limit one (1) entry per person/email address per day.** For the purposes of the Sweepstakes, a "day" is defined as 12:00:00 AM ET to 11:59:59 PM ET, except for the first day of the Sweepstakes, which begins at 12:01:00 AM ET.

Any individual wishing to enter the Sweepstakes must follow all of the above instructions in order to be considered a valid entrant into the Sweepstakes (an "Entrant"). Should multiple users of the same email account enter the Sweepstakes and a dispute thereafter arise regarding the identity of the Entrant, the authorized account holder of said email account at the time of entry will be considered the Entrant. "Authorized account holder" is defined as the natural person who is assigned an email address by an Internet access provider, on-line service provider or other organization which is responsible for assigning email addresses or the domain associated with the submitted email address. Entrants may not enter more than the above stated limit using multiple email addresses, nor may Entrants use any other device or artifice to enter as multiple Entrants above the stated limit. Any Entrant who attempts to enter multiple times above the stated limit may be disqualified and forfeits any and all prizes won, in Sponsor's sole discretion. Automated entries are prohibited, and any use of automated devices will cause disqualification.

5) WINNER SELECTION AND NOTIFICATION. At the end of the Sweepstakes Period, a series of random drawings will be conducted on or about October 2, 2017 to select two (2) Potential Grand Prize Winners and ten (10) Potential Second Prize Winners from among all eligible entries received during the

entire Sweepstakes Period (Potential Second Prize Winners and Potential Grand Prize Winners referred to herein as "Potential Winning Entrants"). Drawings will be conducted by an independent third party organization designated by Sponsor, whose decisions will be final and binding in all respects.

The Potential Grand Prize Winners will be notified via email on or about October 9, 2017, and will be sent an affidavit of eligibility/liability release, as well as a publicity release (where permitted by law) ("Release"). Unless restricted by law, the Potential Grand Prize Winners will be required to complete and return the Release within five (5) days of receiving it. **Note: Sponsor reserves the right to conduct a background check of any and all records of the Potential Grand Prize Winners and his/her guests, including without limitation, civil and criminal court records and police reports to confirm eligibility.** To the extent necessary under law, the Potential Grand Prize Winners and guests shall authorize this background check to confirm such eligibility. Sponsor may also take all steps necessary to corroborate any information provided to Sponsor by the Potential Grand Prize Winners and any guest. Sponsor reserves the right (at its sole discretion) to disqualify the potential winner and/or guest from any prize element, based on the background check or if Potential Grand Prize Winners has committed any act involving moral turpitude, prior to being declared as winners and/or participating in the Grand Prizes. If the Grand Prizes are won by an eligible Entrant who is a minor in his/her state of residence, the Grand Prizes will be awarded to minor's parent or legal guardian who must sign and return all required documents. **Entrants selected as Second Prize Winners are still eligible to receive the Grand Prizes.** The verified Potential Grand Prize Winners are referred to herein as the "Grand Prize Winners."

Potential Second Prize Winners notified via email on or about October 9, 2017 and will be required to respond (as directed) within seventy-two (72) hours of attempted notification.

Any failure by any Potential Winning Entrant to respond timely to his/her notification or any other Sponsor communications may result in forfeiture of the prize, and in such case Sponsor may select an alternate Entrant from among the remaining eligible entries. The Potential Winning Entrants are subject to verification, including verification of age. A Potential Winning Entrant may also be disqualified and an alternate Entrant may be selected from among the remaining eligible entries if the selected Potential Winning Entrant: (i) cannot be reached; (ii) fails to obtain all signatures on the Release/background check authorization form and to return the documents in a timely manner as required pursuant to these Official Rules (for the Grand Prize Winners); (iii) cannot accept or receive the prize for any reason; or (iv) is found not to be eligible or not in compliance with these Official Rules. For Second Prizes, allow approximately sixty (60) days for shipment of prize from the date of verification. Sponsor is not responsible for any change of email address, mailing address and/or telephone number of Entrants.

6) ODDS. Odds of winning a prize depend on the total number of eligible entries received.

7) PRIZES

a) Two (2) Grand Prizes: a trip for each of the Grand Prize Winners and up to three (3) of their guests ("Guests") to **one (1)** of the following two (2) destinations, as selected by each Grand Prize Winner: **either** (a) Universal Orlando Resort™ in Orlando, Florida; **or** (b) Universal Studios Hollywood in Hollywood, California.

- i. *If a Grand Prize Winner Select the Trip to Universal Orlando Resort in Orlando, Florida* ("Orlando Trip"): Orlando Trip will include round trip economy class air transportation for the Grand Prize Winner and up to three (3) Guests from a major commercial airport near the Grand Prize Winner's home (as determined by Universal Orlando in their sole discretion) to Orlando, FL*; three (3) nights' standard hotel accommodation (one room, quadruple occupancy, room and tax only) at Loews Sapphire Falls Resort or at another on-site hotel (as determined by Universal Orlando in

their sole discretion); non-exclusive ground transportation to and from airport and hotel in Orlando, FL*; 3-Day/3-Park tickets for admission to Universal Studios Florida and Universal's Islands of Adventure theme parks and Universal's Volcano Bay water theme park, for the Grand Prize Winner and up to three (3) Guests; and admission to one (1) Blue Man Group Show (exact date and time to be determined by Universal Orlando in their sole discretion) for the Grand Prize Winner and up to three (3) Guests. Approximate Retail Value ("ARV") of Orlando Trip: Four Thousand Six and 95/100 Dollars (\$4,006.95).

Orlando Trip must be completed by September 25th 2018 or Grand Prize will be forfeited.

Travel dates and arrangements are subject to air travel, holiday, blackout dates, and other prize and travel restrictions. Travel dates are subject to Universal Orlando and Sponsor approval. Reservations are subject to availability. Orlando Trip must be booked at least sixty (60) days prior to intended departure date. If a Grand Prize Winner elects to partake in any or all portions of his/her Orlando Trip with fewer than three (3) Guests or no Guest, this Grand Prize will be awarded only to the Grand Prize Winner and each participating Guest and any remainder of the Orlando Trip Grand Prize will be forfeited and shall not be subject to further or alternative compensation. Once Guests are selected, they may not be substituted, except in Universal Orlando's sole and absolute discretion. All elements of the Orlando Trip must be redeemed at the same time, and no changes will be permitted after confirmation of any redemption. If the Grand Prize Winner is between the ages of eighteen (18) and twenty-one (21), he/she must be accompanied by an adult of at least twenty-one (21) years of age in order to check into the on-site hotel. Minors must be accompanied at all times during trip (including, but not limited to, in-flight, hotel stay and all prize-related events) by minor's parent or legal guardian. Unless child or ward of the Grand Prize Winner or one of the allotted Guests, each Guest must be eighteen (18) years of age or older as of the date of departure and must travel on the same itinerary and at the same time as the Grand Prize Winner. ARV of Orlando Trip may vary depending upon the points of departure, ground transportation, and/or airline fare fluctuations; any difference between stated ARV and final ARV of Orlando Trip will not be awarded. Orlando Trip consists only of the elements expressly set forth above; no other elements or expenses (including, without limitation, insurance, meals, unspecified ground transportation, phone calls, baggage, gratuities, incidentals, souvenirs, gasoline, etc.) are included in the Orlando Trip and all such expenses are the sole responsibility of Grand Prize Winner. Grand Prize Winner is responsible for any air travel taxes and/or expenses, including applicable departure taxes or fees, inspection charges, baggage fees, and security charges. The Grand Prize Winner and Guests are responsible for obtaining, at their own expense, any necessary travel documentation (i.e., valid photo identification) prior to travel. Once issued, tickets are nontransferable and may not be reissued once travel has commenced. Open tickets may not be issued and stopovers are not permitted. Travel arrangements must be made through Universal Orlando.

* For a winner who is a Florida resident, air transportation may be substituted with another method of transportation by Universal Orlando in its sole discretion.

OR

- ii. *If a Grand Prize Winner Selects the Trip to Universal Studios Hollywood in Hollywood, California ("Hollywood Trip"):* Hollywood Trip will include round trip coach class air transportation for the Grand Prize Winner and up to three (3) guests (also, "Guests") from a major commercial airport near the Grand Prize Winner's home (as determined by Universal Hollywood ("Universal Hollywood") in their sole discretion) to Los Angeles, CA**; three (3) nights' standard hotel accommodation (one room, quadruple occupancy, room and tax only) at Universal Sheraton (or at

another on-site hotel as determined by Universal Hollywood in their sole discretion); non-exclusive ground transportation to and from airport and hotel in Los Angeles, CA**; and three (3) day Front of Line tickets to Universal Studios Hollywood for the Grand Prize Winner and up to three (3) Guests. ARV of Hollywood Trip: Five Thousand Nine Hundred and Eighteen Dollars (\$5,918.00).

If a Grand Prize Winner elects to partake in any or all portions of his/her Hollywood Trip with fewer than three (3) Guests or no Guest, this Grand Prize will be awarded only to the Grand Prize Winner and each participating Guest and any remainder of the Hollywood Trip Grand Prize will be forfeited and shall not be subject to further or alternative compensation. Once Guests are selected, they may not be substituted, except in Universal Hollywood's sole and absolute discretion. All elements of the Hollywood Trip must be redeemed at the same time, and no changes will be permitted after confirmation of any redemption. Unless child or ward of a Grand Prize Winner or one of the allotted Guests, each Guest must be eighteen (18) years of age or older as of the date of departure and must travel on same itinerary and at the same time as the Grand Prize Winner. Minors must be accompanied at all times during trip (including, but not limited to, in-flight, hotel stay and all prize-related events) by minor's parent or legal guardian. Guests must execute liability/publicity releases prior to issuance of travel documents. Specific travel dates and arrangements are subject to air travel, holiday, blackout dates, and other prize and travel restrictions. **Hollywood Trip must be completed within one (1) year of the end date of the promotion or Prize will be forfeited.** Reservations are subject to availability. Hollywood Trip must be booked at least sixty (60) days prior to intended departure date. Travel dates are subject to Universal Hollywood and Sponsor approval. ARV of Hollywood Trip may vary depending upon the points of departure, ground transportation, and/or airline fare fluctuations; any difference between stated ARV and final ARV of Hollywood Trip will not be awarded. Hollywood Trip consists only of the elements expressly set forth above; no other elements or expenses (including, without limitation, insurance, meals, unspecified ground transportation, phone calls, gratuities, incidentals, souvenirs, gasoline, etc.) are included in the Hollywood Trip and all such expenses are the sole responsibility of the Grand Prize Winner. The Grand Prize Winner is responsible for any air travel taxes and/or expenses, including applicable departure taxes or fees, inspection charges, and security charges. Once issued, tickets are nontransferable and may not be reissued once travel has commenced. Open tickets may not be issued and stopovers are not permitted. Travel arrangements must be made through Universal Hollywood. All Hollywood Trip elements must be redeemed at the same time. Universal Hollywood will not replace any lost, mutilated, or stolen tickets. Grand Prize Winners and Guests are responsible for obtaining, at their own expense, any necessary travel documentation (i.e., valid photo identification) prior to travel.

** For a winner who is a California resident, air transportation may be substituted with another method of transportation by Universal Hollywood in its sole discretion.

- iii. *Restrictions For All Trips:* Airline tickets are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. All airline tickets are subject to flight variation, work stoppages, and schedule or route changes. Sponsor and prize providers shall not be responsible for any cancellations, delays, diversions or substitution or any act or omissions whatsoever by the air carriers, hotels, venue operators, transportation companies, prize providers or any other persons providing any Grand Prize-related services or accommodations. Additional prize award details and travel information to be provided to the Grand Prize Winner at the time of notification.

b) Ten (10) Second Prizes: one (1) unisex Universal-branded jacket. ARV: \$100 each. Total ARV of all Second Prizes: \$1,000.00.

Total ARV of all prizes: between \$9,013.90 - \$12,836.00. No prize substitutes, cash equivalent, or transfers allowed except that if a prize becomes unavailable for any reason, Sponsor may award a substitute of equal or greater value in its sole discretion. All federal, state and/or local taxes and any other fees or costs associated with a prize are the responsibility of the winner, regardless of whether the prize, in whole or in part, is used. Unclaimed prizes will not be awarded. Grand Prize Winners will be issued an IRS 1099 form for the value of the Grand Prize, and will be required to provide Sponsor with his/her valid social security number or tax identification number before the Grand Prize will be awarded for tax reporting purposes. The ARVs of the Second Prizes are based on available information provided to Sponsor and the value of any prize awarded to a winner may be reported for tax purposes where required by law. Winners acknowledge that Promotion Entities have not made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any prize, including but not limited to its quality, mechanical condition or fitness for a particular purpose. Any and all warranties and/or guarantees on a prize (if any) are subject to the respective manufacturers' terms therefore, and winners agree to look solely to such manufacturers for any such warranty and/or guarantee.

8) WINNERS' LIST: For a copy of the winners' list, send a self-addressed, stamped envelope to: Attn: Big FlavorIce Fun Winners' List Request, The Jel Sert Company, Route 59 and Conde Street, West Chicago, IL 60185. Requests must be received by October 15, 2017.

9) RELEASE OF LIABILITY: Each Entrant (or Entrant's parent or legal guardian, if an eligible minor) irrevocably agrees (and agrees to confirm in writing) to waive, on behalf of themselves and their family and associated persons or businesses, all claims, lawsuits, and damages, of every name and nature, known and unknown, now existing or hereinafter at any time arising, against all other Entrants, and against Sponsor, its retailers, Universal City Development Partners, Ltd. d/b/a Universal Orlando Resort ("Universal Orlando"), Universal City Studios, LLC d/b/a Universal Studios Hollywood ("Universal Hollywood") and each of their respective affiliates, subsidiaries, successors, assigns, officers, directors, agents, employees and all others associated with the development and execution of this Sweepstakes ("Promotion Entities") from any and all liability, loss or damage with respect to or in any way arising from this Sweepstakes and/or acceptance or use of the prizes, including liability for personal injury, death, damage, or monetary loss, and including any travel related thereto. Sponsor is not responsible for prize quality or utility. Sponsor is not responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error, which may occur in the processing of the entries. Sponsor is not responsible for computer system, phone line, hardware, software or program malfunctions, or other errors, failures or delays in computer transmissions or network connections that are human or technical in nature. Sponsor is not responsible for lost, late, stolen, incomplete, misdirected, damaged, destroyed or garbled entries.

10) MODIFICATION OR TERMINATION: Sponsor reserves the right to modify or terminate the Sweepstakes upon evidence of fraud, virus, bugs, hacking, security breaches, or other tampering, or should other causes beyond the control of Sponsor corrupt the administration, security, or proper operation of the Sweepstakes. Sponsor also reserves the right to cancel, suspend, or modify the Sweepstakes, if necessary, due to technical problems. In the event of cancellation Sponsor shall have the right, at its sole discretion, to select winners by randomly drawing from among all valid, non-suspect entries received up to the time of cancellation. Sponsor reserves the right, at its sole discretion, to disqualify any individual (and his or her entry) who tampers with the entry process.

11) BINDING ARBITRATION: Any controversy or claim (excluding Florida Prize Claims defined below which shall be adjudicated in the federal and state courts of the State of Florida and California Prize

Claims defined below which shall be adjudicated in the federal and state courts of the State of California, as further set forth below) arising out of or relating to the Sweepstakes shall be settled by binding arbitration in a location determined by the arbitrator as set forth herein (provided that such location is reasonably convenient for claimant), or at such other location as may be mutually agreed upon by the parties, in accordance with the procedural rules for commercial disputes set forth in the Comprehensive Arbitration Rules and Procedures of JAMS (“JAMS Rules and Procedures”) then prevailing, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. The arbitrator shall be selected pursuant to the JAMS Rules and Procedures. The arbitrator shall apply Illinois law consistent with the Federal Arbitration Act and applicable Illinois statutes of limitations, and shall honor claims of privilege recognized at law. In the event that the claimant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsor will pay as much of the claimant’s filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive as compared to the costs of litigation. If any part of this arbitration provision is deemed to be invalid, unenforceable or illegal (other than that claims will not be arbitrated on a class or representative basis), or otherwise conflicts with the rules and procedures established by JAMS, then the balance of this arbitration provision shall remain in effect and shall be construed in accordance with its terms as if the invalid, unenforceable, illegal or conflicting provision were not contained herein. If, however, the portion that is deemed invalid, unenforceable or illegal is that claims will not be arbitrated on a class or representative basis, then the entirety of this arbitration provision shall be null and void, and neither claimant nor Sponsor shall be entitled to arbitrate their dispute. Upon filing a demand for arbitration, all parties to such arbitration shall have the right of discovery, which discovery shall be completed within sixty days after the demand for arbitration is made, unless further extended by mutual agreement of the parties.

THE ARBITRATION OF DISPUTES PURSUANT TO THIS PARAGRAPH SHALL BE IN THE ENTRANT’S INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS SWEEPSTAKES IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.

BY PARTICIPATING IN THE SWEEPSTAKES, EACH ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR RELATING TO THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY THROUGH BINDING ARBITRATION AS SET FORTH ABOVE, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; PROVIDED, HOWEVER, THAT CLAIMS FOR BODILY INJURY, PERSONAL INJURY, OR PROPERTY DAMAGE ARISING OUT OF THE REDEMPTION, USE OR MISUSE OF THE ORLANDO TRIPS OR ANY PORTION THEREOF (“FLORIDA PRIZE CLAIMS”) MUST BE SUBMITTED TO THE JURISDICTION AND VENUE OF THE FEDERAL AND STATE COURTS OF THE STATE OF FLORIDA, AND CONSTRUED AND ENFORCED IN ACCORDANCE WITH THE LAWS OF THE STATE OF FLORIDA, WITHOUT REFERENCE TO THE CHOICE OF LAW PROVISIONS THEREOF; AND THAT CLAIMS FOR BODILY INJURY, PERSONAL INJURY, OR PROPERTY DAMAGE ARISING OUT OF THE REDEMPTION, USE OR MISUSE OF THE HOLLYWOOD TRIPS OR ANY PORTION THEREOF (“CALIFORNIA PRIZE CLAIMS”) MUST BE SUBMITTED TO THE JURISDICTION AND VENUE OF THE FEDERAL AND STATE COURTS OF THE STATE OF CALIFORNIA AND CONSTRUED AND ENFORCED IN ACCORDANCE WITH THE LAWS OF THE STATE OF CALIFORNIA, WITHOUT REFERENCE TO THE CHOICE OF LAW PROVISIONS THEREOF; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY), BUT IN NO EVENT WILL ATTORNEYS’ FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL

ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES, AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANT'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO EVERY ENTRANT.

12) GOVERNING LAW & JURISDICTION: These Official Rules and the Sweepstakes are governed by US law and are subject to all applicable federal, state and local laws and regulations. All issues and questions concerning the construction, validity, interpretation and enforceability of the Official Rules, or the rights and obligations of Entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Illinois, U.S.A., without giving effect to the conflict of laws rules thereof, and any matters or proceedings which are not subject to arbitration as set forth in Section 11 of these Official Rules and/or for entering any judgment on an arbitration award, shall take place in the State of Illinois, in the City of Chicago.

13) PRIVACY POLICY: All information received from Entrant shall be subject to Sponsor's privacy policy regarding such information, which is available at www.jelsert.com/privacy-policy.aspx. If you are selected as a winner, your information may be included in a publicly-available winners' list.

Universal Orlando and Universal Hollywood are prize providers only in this Sweepstakes; are not sponsors of this Sweepstakes; and are not responsible for the administration of the Sweepstakes, the collection of the entries, or the conduct of the draws.