NAME OF CONTEST ("Contest"): “It’s Easy to be an MVP with SunBursts” Text To Win Sweepstakes

SPONSOR AND ADMINISTRATOR:
This Contest is sponsored by NatureSweet, LTD., 2338 N. Loop 1604 West, Ste. 200, San Antonio, TX 78248 ("Sponsor"). This Contest is administered by Social Mecca, Inc. dba Brickfish, 209 W. Jackson Blvd., Chicago, IL 60606 ("Brickfish" or "Administrator").

This Contest is in no way sponsored, endorsed or administered by or associated with Facebook or Twitter. NatureSweet and Brickfish are collectively referred to herein as the “Released Parties.” Sponsor and Administrator may run multiple contests, each of which must be entered separately.

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. INTERNET ACCESS IS REQUIRED TO ENTER ONLINE SWEEPSTAKES.

ELIGIBILITY:
Contest is open to legal residents of the United States (including Washington D.C.), who are 18 years or older at the time of entry. This Contest is void where prohibited by law.

Employees, officers and directors of Sponsor and Administrator, and their respective parents, affiliates, subsidiaries, and agents, as well as immediate family members (defined as parents, spouse, children (and their spouses), siblings (and their spouses) and grandparents and those living in the same household of each such employee, officer and director, are not eligible to enter.

CONTEST PERIOD: Contest starts on or about 9:00 a.m. Central Time ("CT") on Monday, January 5, 2015 and ends at 11:59 p.m. CT on Sunday, February 1, 2015 ("Contest Period"). All time referenced herein is Central Time. Sponsor’s/Administrator’s server/computer is the official time keeping device for the Contest.

AGREEMENT BY CONTESTANT: All entries and participation in this Contest shall be governed by these Official Rules. By participating in the Contest, each contestant fully and unconditionally agrees to and accepts these Official Rules, the current Facebook Terms, Data Use Policy, and Cookie Use, the current Twitter rules and any additional terms and conditions specific to the Contest communicated by Sponsor and Administrator. By participating, Contestants further agree to be bound to the decisions of the Sponsor and Administrator (including their authorized representatives) which are final and binding in all matters. Winning a prize is contingent upon being compliant with these Official Rules and fulfilling all other requirements set forth herein.

HOW TO ENTER:
No purchase, entry fee, payment or proof-of-purchase is necessary to participate in the Contest. Text the keyword “SUNBURSTSMVP” to 313131 to enter. Contestant will receive an automated text response from Sponsor confirming the entry. One entry per person or
mobile number, regardless of method of entry. Message and data rates may apply. Other charges may apply. Check your wireless plan for details. Some mobile providers may block messaging to short codes. By entering via SMS text you grant Sponsor/Administrator your consent to reply to your device should you be selected a winner. If you are unable and/or unwilling to participate via text message, you may enter by visiting www.naturesweetmvp.com (the “Contest Site”) and filling out the online entry form and agreeing to these Official Rules. Entrants who enter via the Contest Site and share the contest across social media (Facebook or Twitter) will receive five (5) Bonus Entries each time the link to the Contest Site is clicked. One entry per person. ENTRIES MUST NOT: Contain any advertising, profanity, religious statements, offensive or negative content, or material that violates the rights of a person or entity; or depict any illegal or dangerous activity. NatureSweet will never rent or share your information. No mail-in, e-mail or fax Entries will be accepted.

REQUIREMENTS:
No purchase necessary. All entries become the property of Sponsor and will not be returned to Contestant. Every Submission must be manually keystroked and sent by the individual Contestant; automated and/or repetitive electronic submission of Entries (including, but not limited to, Entries made using any script, macro, bot or sweepstakes service) will be disqualified and transmissions from these or a related mobile number, e-mail or IP addresses may be blocked. Interpretation is based on the sole discretion of Sponsor. Except where expressly prohibited by law, once transmitted, all Submissions become part of the Contest and may not be removed by the Contestant, even if Contestant ceases membership or withdraws from contest consideration.

Sponsor grants a limited license to use its proprietary text (“Sponsor Content”) solely and exclusively provided and necessary to create an Entry for Submission. No rights in the Sponsor Content are granted to Contestant for any other purpose.

Winner Selection:
Weekly Prizes: At the end of each week, one (1) weekly winner will be chosen at random from all eligible Submissions submitted to this Sweepstakes.

Weekly Schedule:

- Week 1: January 5 - January 11
- Week 2: January 12 - January 18
- Week 3: January 19 - January 25
- Week 4: January 26 – February 1

Daily Prizes: At the end of each day, one (1) winner will be chosen at random from the new Submissions of that day to receive a daily prize.

All eligible Submissions are subject to the terms and conditions in these Official Rules. Odds of winning Weekly Prizes and Daily Prizes will be determined by the total number of entries received in the Sweepstakes.

PRIZES:
Weekly Prize: At the end of each week, one (1) entry will receive a $1,000.00 prepaid gift card redeemable at participating locations (Four winners (4) total weekly prize winners) (Total ARV is $4,000.00; $1,000.00 per winner).

Daily Prize: At the end of each day, one (1) entry will win a $200.00 prepaid gift card redeemable at participating locations (Twenty-eight (28) total daily prize winners) (Total ARV is $5,600.00; $200.00 per winner).

Total Prize ARV: $9,600.00. All ARVs are subject to change.

**Important Notice:** Prizing is limited to one (1) prize per person per household. Prizing is limited to what is listed in these Official Rules. If selected winner is unable to claim the prize within 48 hours of notification, prize will be forfeited and another winner will be selected. Selected winner is not entitled to any surplus between the actual value of the prize and stated retail value. In the event Sponsor is unable to award a prize as stated, winners will receive a substitute prize of equal or greater value, in Sponsor’s sole discretion. A winner may not transfer his or her prize to another person. Any costs or fees not specifically listed herein, are the responsibility of the respective winner. Winners may expect fulfillment of prize within four (4) to six (6) weeks, unless otherwise noted above or notified by Sponsor or Administrator.

**SELECTED CONTESTANT NOTIFICATION:**
Weekly winning Entry will be contacted via their email account or mobile phone number within five (5) business days following their selection; selection dates are between Monday January 5, 2015 and Sunday February 1, 2015. The potential winner must respond via email to campaigninfo@brickfish.com or the indicated telephone number within 48 hours of notification attempt. If potential winner cannot be contacted or does not respond within 48 hours from the time the Administrator first tries to notify the potential winner, and/or is not in compliance with the Official Rules and/or if the prize notification is returned as undeliverable, such potential winner will forfeit all rights to win the Contest or receive the prize. All winners will be required to respond as directed therein to the e-mail and/or phone notification within the time period specified in the notification. Failure to respond timely to the notification will result in forfeiture of the prize, and in such case, Sponsor may choose another entry from among the remaining eligible Submissions. Each winner will also be sent an affidavit of eligibility / liability / publicity release (“Release”). Unless restricted by law, each winner will be required to complete and return the Release within the time period specified therein. As a condition of receiving a prize, each winner shall provide a perpetual non-exclusive license to the Released Parties to use the Submission, the winner's name, image and likeness in any and all media throughout the world, in perpetuity, for any purpose whatsoever, and without any additional compensation, the term of which shall be the entire life of the copyright. Should the winner be unwilling or otherwise unable to grant the license or provide such permissions and/or releases or otherwise cannot accept or receive the prize for any reason, an alternate contestant will be selected by Sponsor from the remaining eligible Entries until a contestant who is able to meet all requirements is selected. Each winner must provide Sponsor with all required signatures on the Release and return all documents in a timely manner as required pursuant to these Official Rules in order to be eligible to receive any prize.
USE OF WINNING SUBMISSIONS:
Upon a winner accepting a prize, Released Parties have the right to use winning Submissions in merchandising, advertising, marketing or promotion or for any other commercial or non-commercial purpose without additional compensation to the winner. Winner hereby grants to Released Parties a non-exclusive, sub-licensable, royalty-free, fully paid license and the right to use, distribute, make derivative works from and otherwise exploit the Submission, in any manner and in any medium now known or hereafter devised, throughout the world in perpetuity. Contestants hereby forever waive and relinquish all so-called "moral rights (droit moral)" now or hereafter recognized.

USE OF ALL SUBMISSIONS:
Upon submission of an Entry, Released Parties shall have the right to use the Submission for the purposes of promoting this Contest and contests administered by Brickfish or Sponsor without additional compensation, and Contestant, at the time of submission, grants Released Parties a non-exclusive, sub-licensable, royalty-free, fully-paid license and right to use and distribute the Submission for those promotional purposes.

RELEASE:
By entering this Contest and accepting any prize, winners agree to release and hold harmless Sponsor, Administrator, Facebook, Inc. and Twitter, Inc. and their subsidiaries and related companies, any company involved with the Contest, and each of their respective officers, directors, employees and agents from and against any and all liability, for loss, harm, damage, injury, cost or expense whatsoever, including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Contest, or possession, acceptance and/or use or misuse of prize or participation in any Contest-related activity and for any claims based on publicity rights, defamation or invasion of privacy and merchandise delivery.

TERMS AND CONDITIONS:
Released Parties shall not be liable to contestants for failure to supply any prize or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulations(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened terrorist acts, terrorist acts, air raid, blackout, act of public enemy, earthquake, war (declared or undeclared), fire, flood, epidemic, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other similar or dissimilar cause beyond any of the Released Parties’ control. Sponsor is not responsible for: (a) lost, late, misdirected, undeliverable, incomplete or indecipherable Submissions due to system errors or failures, or faulty transmissions or other telecommunications malfunctions and/or entries; (b) technical failures of any kind; (c) failures of any of the equipment or programming associated with or utilized in the Contest; (d) unauthorized human and/or mechanical intervention in any part of the submission process or the Contest; (e) technical or human error which may occur in the administration of the Contest or the processing of Entries; or (f) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from any contestant’s participation in the Contest or receipt or use of any prize.
The Released Parties reserve the right to disqualify any contestant they find to be violating these Official Rules. Sponsor reserves the right to require any winner to submit to a confidential background check to confirm eligibility and help ensure that the use of any Submission will not bring Sponsor into public disrepute, contempt, scandal or ridicule or will not reflect unfavorably on the Contest as determined by Sponsor in its sole discretion. Sponsor further reserves the right to require any winner to enter into confidentiality and non-disclosure agreement to protect any proprietary information that winner may receive pursuant to the Contest. Sponsor reserves the right to extend, cancel, or suspend the Contest in its sole discretion should it receive fewer than fifty (50) Submissions or due to circumstances beyond its control, including natural disasters. Sponsor has the right, but not the obligation, to use any winning Submission. Sponsor may, in its sole discretion, cancel, modify or suspend the Contest should a virus, bug, computer problem, unauthorized intervention or other causes beyond Sponsor’s control corrupt the administration, security or proper play of the Contest. Sponsor may prohibit a contestant from participating in the Contest or winning a prize if, in its sole discretion, it determines such contestant is attempting to undermine the legitimate operation of the Contest by cheating, plagiarizing, engaging in any deception or any other unfair playing practices or intending to annoy, abuse, threaten, undermine or harass any other players or Sponsor representatives. The internal laws of the State of Texas will govern disputes regarding these Official Rules and/or this Contest in accordance with that set forth below. Any attempt to deliberately damage or undermine the legitimate operation or fair play of the contest may be in violation of criminal and civil laws and will result in disqualification from participation in the Contest. Should such an attempt be made, the Released Parties reserve the right to seek remedies and damages, including attorney fees, to the fullest extent of the law, including criminal prosecution.

**BINDING ARBITRATION:**

Any dispute, controversy or claim arising out of or relating to this Contest shall be resolved through binding arbitration. The arbitration must be carried out using the procedural rules established by the American Arbitration Association (AAA), through a sole arbitrator designated by the AAA. The arbitration, including the issuance of the respective arbitral award, must be carried out in the city of San Antonio, State of Texas, United States of America. The arbitral award may be enforced through any competent tribunal. The arbitrator shall apply Texas law consistent with the Federal Arbitration Act and applicable 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, Administrator and 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. 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 AAA, 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 CONTESTANT’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 CONTEST IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES. BY PARTICIPATING IN THIS CONTEST, EACH CONTESTANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) 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 THROUGH BINDING ARBITRATION AS SET FORTH ABOVE, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (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 CONTESTANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND CONTESTANT 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) CONTESTANT'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND CONTESTANT 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 CONTESTANT.

GOVERNING LAW & JURISDICTION:
These Official Rules and the Promotion 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 participant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Texas, without giving effect to the conflict of laws rules thereof, and any matters or proceedings which are not subject to arbitration as set forth above in these Official Rules and/or for entering any judgment on an arbitration award, shall take place in Bexar County, Texas.

EMAIL USE:
By entering the Contest, the contestant is granting permission to receive promotional marketing materials, including emails from NatureSweet and Brickfish. Contestants may unsubscribe at any time without affect to their Submission.

WINNER LIST:
A winner list is available upon email request (campaigninfo@brickfish.com).

PRIVACY:
Sponsor is not responsible for any information collected from this Contest. Contestants may be contacted for promotional purposes and may opt out according to information contained in promotional communication.

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