

FINAL DRAFT – August 10, 2016

WASA CRACKERS SWEEPSTAKES OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. BY SUBMITTING AN ENTRY, YOU AGREE TO ALLOW SPONSOR TO USE YOUR ENTRY IN SPONSOR'S COMMERCIAL MATERIAL, AS WELL AS AT SPONSOR'S WEBSITE OR SOCIAL MEDIA PLATFORMS.

SPONSOR: Barilla G&R Fratelli, Via Montova 166, 43122 Parma, Italy is the Sponsor of the "WASA Crackers Sweepstakes" ("Sweepstakes").

Sweepstakes entrants must be a legal resident of one of the fifty (50) United States or the District of Columbia who are at least eighteen (18) years of age at the time of entry. Void outside the United States and where otherwise prohibited by law. You may enter this Sweepstakes only as a natural person. Employees of Sponsor, Zeno Group and Sponsor's distributors, wholesalers and retailers, each of their respective affiliates, agents, officers, employees, subsidiaries, vendors, advertising and promotion fulfillment and/or judging agencies (collectively, the "Related Entities"), and the family members of each are not eligible to enter or win a prize in the Sweepstakes. For purposes of this paragraph, "family member" means a spouse, parent, sibling, child, son-in-law, daughter-in-law and all lineal descendants, including those by adoption. Sweepstakes subject to all applicable federal, state, and local laws and regulations.

TIMING: The Sweepstakes begins at 12:00 PM Eastern Daylight Savings Time ("EDT") on August 11, 2016 and ends at 11:59:59 PM EDT on August 19, 2016 (hereinafter, "Sweepstakes Period").

HOW TO ENTER: During the Sweepstakes Period, there are four (4) designated WASA Social Influencers who are paid by Sponsor to post Blogs about its products. The four (4) designated WASA Social Influencers are as follows: Totally The Bomb – Jamie Harrington; The Seasoned Mom – Blair Lonergan; Frosted Events – Misty Nelson and Run To The Finish – Amanda Brooks. To enter, post one (1) comment on any of these four (4) designated WASA Social Influencer's Blog Sites: <http://totallythebomb.com>; <http://frostedevents.com>; <http://www.runtothefinish.com>; and/or <http://www.theseasonedmom.com> during the Sweepstakes Period ("Entry"). You may post only one (1) comment on each of the designated WASA Social Influencer Blog Sites per day but each Post must be different. Limit up to four (4) Entries per day. For purposes of the Official Rules, a "Day" is defined as between 12:00:01 AM EDT and 11:59:59 PM EDT the same day. You will need to have Internet access to enter. No previously published or award winning comments will qualify as an Entry. Duplicate Entries or multiple Entries made by an entrant in excess of the number allowed will be disqualified. Entries may not contain, as determined by Sponsor's sole discretion, any content that:

- Is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; obscene or offensive;
- Promotes irresponsible or excessive consumption of alcohol; promotes illegal drugs, tobacco, firearms/weapons, or any particular political agenda or message;
- Defames, misrepresents or contains disparaging remarks about other people or companies;
- Contains trademarks, trade names or copyrighted materials owned by others;
- Contains any personal identification, such as license plate numbers, personal names (other than just first name), email or street addresses;
- Communicates messages inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate; and/or
- Violates any law or infringes upon the rights of any other person or company.

Sponsor reserves the right to monitor Entries prior to posting them on Sponsor's website or social media platforms. **The use of an Entry by Sponsor or any Related Entity does not have any effect on the winner selection process.** Entries posted are the views/opinions of the individual entrant and do not reflect the views of Sponsor in any manner. By entering the Sweepstakes, each entrant grants Sponsor and the Related Entities a worldwide, irrevocable, exclusive, assignable, transferable, unqualified, unrestricted, royalty-free license and right to edit, modify, publish, use, reuse, distribute, display, copy

and otherwise exploit the Entry or any part thereof (with or without the entrant's name and city/state), and any materials based thereon or derived from, in any manner and in any media (whether now known or later developed), for any lawful purposes whatsoever (noncommercial or commercial), including, without limitation, for use in the commercial packaging and point-of-sale materials, or for promotion, marketing or advertising of Sponsor, or any Related Entity, each of their respective brands and/or products in any medium (whether now or hereafter known) throughout the world in perpetuity without further permission, notification, consideration, or payment to the entrant, except where prohibited by law. In addition, each entrant forever waives in favor of Sponsor all rights of "Droit Moral" or "Moral Rights of Authors" or any similar rights or principles of law that may preclude the use of the Entry (or any part thereof) as granted herein, or require entrant's permission to use the Entry (or any part thereof) for the purposes stated herein. By submitting your Entry, you warrant and represent that your Entry is original and was created solely by you, that the Entry does not incorporate any material owned by any third party, and that use of the Entry as described herein will not violate any law or infringe upon the rights of any third party. If, in the sole discretion of Sponsor, the Entry violates any law or infringes upon the rights of any third party, is inaccurate, incomplete or irregular in any way, or otherwise does not comply with these Official Rules or is deemed inappropriate, the Sponsor may disqualify the Entry. Use of robotic, automatic, or macro devices is not valid for Entry. **Any Entry that is submitted with the use of a robotic, automated or macro device will be void.** All Entries become the property of the Sponsor upon submission and will not be acknowledged or returned and the Sponsor has the right to dispose of the Entries at Sponsor's discretion. If you post updates to or receive updates from Twitter via SMS from your wireless phone, your wireless-service provider may charge for each text message sent and received and Entrants will be solely responsible for any and all applicable charges. Please consult your wireless-service provider regarding its pricing plans. By submitting an Entry, entrant agrees to abide by the terms of these Official Rules, the Sponsor's Privacy Policy available at <http://www.barillagroup.com/privacy-policy> and all Twitter Statement of Rights and Terms and Conditions.

SELECTION OF FOUR (4) WINNERS: All Entries received will be sorted by each of the four (4) designated WASA Social Influencers Blog Sites. One (1) Winner will be selected in a Random Drawing from among all eligible Entries received at each designated WASA Social Influencer Blog Site for a total of four (4) WASA Social Influencer Blog Site Winners. Odds of winning depend upon the number of eligible Entries received. The Random Drawing will be conducted on or about August 20, 2016. Limit one (1) WASA Social Influencer Blog Site Prize per household. In the event an unqualified number of Entries are received at a designated WASA Social Influencer Blog Site, not all Prizes will be awarded at the Sponsor's sole discretion. Potential Winners will be notified by the corresponding WASA Social Influencer. Potential Winners will be required to respond to the WASA Social Influencer Winner Notification Post within forty-eight (48) hours from notification or winner will be disqualified and that prize will be awarded to an alternate winner in a random drawing from all remaining eligible Entries received at that corresponding designated WASA Social Influencer Blog Site. All Winners will be required to complete sign and return a Prize Verification and (where permissible) a Publicity Release Form within three (3) days from attempted date of notification to claim prize.

SELECTION OF ONE (1) GRAND PRIZE WINNER: One (1) Grand Prize Winner will be selected from among all confirmed four (4) WASA Social Influencer Winners in a Random Drawing conducted on or about August 24, 2016. The Grand Prize Random Drawing will be conducted by Zeno Group, an independent judging organization whose decisions are final and binding in all matters relating to this Sweepstakes. The potential Grand Prize Winner will be notified on or about August 25, 2016 via email. Grand Prize Winner will be required to complete, sign and return an Affidavit of Eligibility and Liability and (where permissible) a Publicity Release within five (5) business days from date of notification.

PRIZES AND THEIR APPROXIMATE RETAIL VALUES ("ARV"): ONE (1) GRAND PRIZE: One (1) Winner will receive one (1) trip for Grand Prize Winner and one (1) Guest to the Fit Foodie Race Weekend in San Diego, California between October 21, 2016 and October 23, 2016 consisting of: (i) round-trip, economy class air transportation for the Grand Prize Winner and one (1) Guest from the major commercial airport nearest winner's residence to San Diego, California; (ii) hotel accommodations for two (2) nights (one (1) standard double occupancy room, room and tax only) at a hotel designated by Sponsor; and (iii) two (2) tickets to the Fit Foodie Race Weekend scheduled to take place between October 21, 2016 and October 23, 2016. The ARV of Grand Prize: up to \$4,000; and **FOUR (4) WASA SOCIAL INFLUENCER PRIZES:** Four (4) Winners will each receive one (1) WASA branded backpack with items designated by Sponsor, twenty-five (25) FREE WASA product coupons and one (1) fifty dollar (\$50) American Express

Gift Card. ARV of each First Prize \$250. **The total ARV of all prizes: \$5,000.** The ARV of each prize is determined as of the date of printing of these Official Rules. ARV of the Grand Prize may vary depending upon the point of departure and/or airline fare fluctuations. Any difference between stated ARV and actual ARV of the Grand Prize will not be awarded. All prize details not specified in the Official Rules will be determined in Sponsor's sole and absolute discretion. Selection of the airline, departure airport and arrival airport are solely within Sponsor's sole discretion. Grand Prize Winner must travel on dates stated herein and designated by Sponsor or Grand Prize Winner forfeits the Grand Prize. In the event, for whatever reason, the Fit Foodie Race Weekend is cancelled or postponed prior to winner's travel departure or during the trip, the two (2) tickets to the Fit Foodie Race Weekend will not be provided and no additional compensation will be provided. Grand Prize Winner is solely responsible for any and all expenses and incidental travel costs not expressly stated in the prize description herein, including but not limited to, all ground transportation not stated herein, in-room charges (e.g., mini-bar, room service, telephone, movies, etc.), meals, beverages, gratuities, gasoline, parking, tolls, souvenirs, insurance, travel upgrades, baggage fees, and personal incidentals. Grand Prize Winner will be required to provide a valid credit card at the time of hotel check-in and will be solely responsible for any and all charges to the Grand Prize Winner's hotel room during his/her Trip. 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, airline 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 travel through Sponsor and travel dates and arrangements are subject to air travel, holiday, blackout dates, availability and other prize and travel restrictions. All Grand Prize elements must be redeemed at the same time. Guests must execute liability/publicity releases prior to issuance of travel documents. Grand Prize Winner and his/her Guests must travel on the same itinerary. In the event a Guest is considered a minor, that Guest must travel with a parent or legal guardian on the trip. Guest's parent or legal guardian will be solely responsible for any costs incurred as a result of a parent or legal guardian traveling with a Guest, if required. Travel is subject to terms and conditions set forth in these Official Rules and those set forth by selected travel providers, availability may vary, and material restrictions may apply. Grand Prize Winner and each guest will be solely responsible for obtaining a valid U.S. Government issued identification prior to travel and any associated costs for these requirements. Sponsor and Travel Providers shall not be responsible for any cancellations, delays, diversions or substitution or any act or omissions whatsoever by the air carriers, hotels or other transportation companies or any other persons providing any of these services and accommodations to passengers, such as changes in services or accommodations necessitated by same. Sponsor and Travel Providers shall not be liable for any loss or damage to baggage or other items. If the Grand Prize Winner is unable to or cannot otherwise fully enjoy the prize due to any reason, Sponsor shall have the option at its sole discretion of being relieved of liability for fulfillment of the Grand Prize award, and no other compensation in lieu of the Grand Prize will be awarded. Grand Prize Winner and his/her guests are responsible for obtaining their own medical and life insurance and the associated costs. All travel is subject to any and all restrictions instituted by the Department of Defense and/or Department of Homeland Security, as required. All prizes are non-transferable, are not redeemable for cash, 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 a designated prize should become unavailable for any reason. Prizes are taxable income to the winners and winners will be responsible for all taxes and fees associated with prize receipt and/or use, if any.

INTERNET/WIRELESS: If for any reason this Sweepstakes is not capable of running as planned due to an infection by a computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor, which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sponsor reserves the right in its sole discretion, to disqualify any individual who tampers with the Entry process, and to cancel, terminate, modify or suspend the Sweepstakes. If the Sweepstakes is terminated early, Sponsor reserves the right to select the Prize Winners in a random drawing from among all eligible Entries received at the time of termination and award the prizes at its sole discretion. The Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, Entries. The Sponsor is not responsible for any problems or technical malfunctions of any telephone network or telephone lines, computer online systems, servers, or providers, computer equipment, software, failure of any email or Entry to be received by the Sponsor due to technical problems, human error or traffic congestion on the Internet or at any web site, or any combination thereof, including any injury or damage to participant's or any other person's

computer relating to or resulting from participating in this Sweepstakes or downloading any materials in this Sweepstakes. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND 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.** In the event of a dispute as to the identity or eligibility of any Entry based on a Twitter account, the Entry will be declared made by the Registered Account Holder of the Twitter. "Registered Account Holder" is defined as the natural person who originally registered to the Twitter account.

GENERAL: The Sponsor reserves the right, in its sole discretion, at any time to reject or disqualify any Entry that is deemed ineligible or for any reason that the Sponsor feels is necessary and/or appropriate, including without limitation, if that entrant has not complied with the Official Rules or has interfered, in Sponsor's sole opinion, with the proper conduct of the Sweepstakes. By participating, each entrant agrees on his/her behalf, and on behalf of his/her respective heirs, executors, administrators, legal representatives, successors and assigns (collectively, the "Releasing Parties") to release, indemnify, defend, and hold harmless Sponsor, the Related Entities, and any advertising and promotional agencies or entities involved in the administration or advertising of this Sweepstakes as well as the respective employees, officers, directors, members, shareholders, partners and agents of each ("Released Parties") from any and all actions, causes of actions, suits, or liability whatsoever for loss, harm, damage, injury, lost profits, indirect or direct damages, consequential damages, incidental damages, punitive or exemplary damages, judgments, costs or expense whatsoever (including without limitation, property damage, personal injury and/or death) which may occur in connection with (i) participation in the Sweepstakes, (ii) entrant's conduct in creating his/her Entry, (iii) violation of these Official Rules, (iv) possession, acceptance, use or misuse of a prize or (v) Released Parties' use of any rights granted herein, and for any claims based on publicity rights, defamation or invasion of privacy or alleged breach of entrant's representations and warranties herein. The Released Parties shall not be liable for: (1) late, lost, delayed, stolen, misdirected, incomplete unreadable, inaccurate, garbled or unintelligible Entries, (2) telephone system, telephone or computer hardware, software or other technical or computer malfunctions, lost connections, disconnections, delays or transmission errors; (3) data corruption, theft, destruction, unauthorized access to or alteration of an Entry or other materials; (4) any injuries, losses or damages of any kind caused by the participation in the Sweepstakes; (5) any printing, typographical, administrative or technological errors in any materials associated with the Sweepstakes; or (6) any unauthorized use of Entries by third parties. The Sponsor disclaims any liability for damage to any computer system resulting from participating in, or accessing or downloading information in connection with the Sweepstakes. Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend the Sweepstakes should a virus, bug, computer problem, unauthorized intervention or other causes which corrupt or impair the administration, security, fairness or proper play of the Sweepstakes. The Sponsor may disqualify any entrant if, in its sole discretion, it determines s/he is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or any other unfair playing practices of intending to annoy, abuse, threaten or harass any other entrants or the Sponsor, the judges or their respective representatives. If Sponsor at any time receives a complaint (including but not limited to a cease and desist letter, general letter of complaint etc.) alleging intellectual property infringement of the Entry, Sponsor reserves the right to disqualify the Entry. The Sponsor shall not be responsible if the Sweepstakes or prize fulfillment cannot be implemented or does not take place for any reason including delays or interruptions due to acts of God, acts of war, strikes, governmental action, natural disasters, weather or acts of terrorism, including without limitation, or for any reason outside of the Sponsor's control. By participating, entrants acknowledge that Sponsor does not waive any rights to use similar or related ideas without any restriction whatsoever, or further obligation to entrant.

WINNERS LIST/OFFICIAL RULES: To obtain the names of the prize winners (available after September 15, 2016), or a copy of the Official Rules, send a self-addressed, stamped #10 envelope to be received by October 31, 2016 to: WASA Crackers Sweepstakes, c/o Centra360, 1400 Old Country Road, Westbury, NY 11590. Please specify "Official Rules" or "Winners List" on the outer envelope. VT residents may omit return postage.