

The Musselman's *My Little Pony* Sweepstakes

NO PURCHASE NECESSARY TO ENTER OR WIN THIS PROMOTION. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT IMPROVE YOUR CHANCE OF WINNING.

Eligibility: The Musselman's *My Little Pony* Sweepstakes ("Sweepstakes") is open to all residents of the United States (excluding California) who are eighteen (18) years of age or older as of date of entry. Employees, officers, directors, agents and representatives of Knouse Foods, Inc. and Knouse Foods Cooperative, Inc. (together, the "Sponsor"), Lions Gate Entertainment Inc., Hasbro, their respective parents, subsidiaries, affiliates, advertising/promotion/fulfillment agencies and anyone else connected with the production and distribution of this Sweepstakes, including Carnival Cruise Line, its parent company, subsidiaries and affiliates, and each of their respective officers, directors, employees, contractors, and agents (hereafter, together with Sponsor, the "Released Parties") and their immediate families (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and those living in their same household, whether or not related, are not eligible to enter or win. Sweepstakes is not available in CA and void where taxed, prohibited, or otherwise restricted. By entering, you agree to these Official Rules which are final and binding in all respects. All applicable federal, state and local laws and regulations apply. The information you provide as detailed below will only be used for Sweepstakes purposes.

Sweepstakes Description and Period: The Sweepstakes starts on August 1, 2017 at 12:00:01 AM Eastern Time ("ET") and ends January 31, 2018 at 11:59:59 PM ET (the "Promotion Period"). Prizes to be awarded: one (1) Grand Prize Carnival Cruise Line gift card for \$2,500; one hundred (100) First Prizes of My Little Pony Merchandise (awarded as a \$25.00 HasbroToyShop.com gift card); and five hundred (500) Second Prizes of a Musselman's Coupon Sheet (total of \$10.00 in coupons which can be used toward the purchase of various Musselman's Apple Sauce products). Entries completed online must be submitted by 11:59 PM ET on January 31, 2018. Mailed entries must be postmarked no later than January 31, 2018 and received no later than February 15, 2018.

How to Enter: During the Promotion Period, you may submit your entry using one of the two methods listed below.

1. **Website:** Visit www.musselmans.com/offers-promos, click on the applicable promotional banners, buttons and/or links to access the online entry form. Follow the instructions to fully complete the online submission form and submit your entry. Online entries must be submitted by 11:59 PM ET on January 31, 2018.
2. **Mail:** Using the entry form printed on select Musselman's apple sauce packages or available at www.musselmans.com/offers-promos, mail your completed entry form to: Musselman's My Little Pony Sweepstakes, P.O. Box 7397, East Rutherford, NJ 07073-7397. Entry form must be postmarked no later than January 31, 2018 and be received no later than February 15, 2018.

There is a limit of one entry per day, per person, per household and per email address for the duration of the Promotion Period, regardless of the method of submission. Maximum of one (1) prize winner per household. In the event of non-compliance with any requirements specified herein or with any of the terms of these Official Rules, entries will be void. In order to be entered into the Sweepstakes, entrants must comply with the entry instructions. Each entry must be complete and meet all criteria set forth in these Official Rules to be eligible. Once submitted, an entry cannot be deleted, canceled, or modified. All entries become the property of the Sponsor and will not be returned.

Each electronic website Sweepstakes entry submission must be manually key stroked and manually entered by the individual entrant. The use of script, macro, bot, contest service or automated devices (or any other devices intended to automate or subvert any aspect of entry) to enter the Sweepstakes is prohibited and any entry through such means and any entry that is deemed to be ineligible (at Sponsor's sole discretion and in accordance with these Official Rules) will be void. All entries become the exclusive property of the Sponsor and will not be acknowledged or returned. In the event of a dispute as to the identity of an entrant based on the e-mail address submitted, entry will be deemed submitted by the authorized account holder of the e-mail address provided on the registration form. "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 that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

Winner Selection and Notification: Potential winners will be selected in a random drawing on or about February 23, 2018 from among all eligible entries received by Sponsor, whose decisions as to the selection of winners will be final and binding in all matters relating to this Sweepstakes. Odds of winning will depend on the number of eligible entries received. **Potential Grand Prize Winner will be notified by email, telephone, overnight delivery and/or mail and will be required to execute and return an Affidavit of Eligibility, Liability Release (where legal) Publicity Release Form, and required tax documents within seven (7) days of date of issuance of notification.** If any potential Winner cannot be contacted; is ineligible according to these Official Rules; fails to return the required documents within the specified time period; decides to decline his/her prize for any reason whatsoever; otherwise fails to fully comply with these Official Rules; or if prize notification is returned as undeliverable, he/she will forfeit his/her prize and the prize may be awarded to an alternate potential Winner, in the Sponsor's sole discretion. Once the official paperwork for Grand Prize Winner is received within the specified time period, verified, and receives final approval by Sweepstakes Entities, then and only then will a potential Grand Prize Winner become an actual Grand Prize Winner. Limit one (1) prize per person, per household and per e-mail address. The Released Parties are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in Participant's e-mail account to receive e-mail messages. The Released Parties are not responsible for false, incorrect, changed, incomplete or illegible contact information.

Prizes: One (1) Grand Prize awarded to the randomly selected entrant: Carnival Cruise Line gift card for \$2,500. The gift card may be applied as payment to a Carnival Cruise Line booking, regardless of channel used for booking. Any balance remaining on the gift card

after the cruise booking is paid in full, shall be provided to the Winner's onboard Carnival Cruise *Sail & Sign* account as an onboard credit. If the cruise booking amount exceeds the gift card value, Winner is responsible for payment of the balance. Gift card terms and conditions may apply. Standard restrictions and blackout dates apply. Cruises are subject to availability and are capacity controlled. Approximate Retail Value ("ARV"): \$2,500. **One hundred (100) First Prizes awarded to the randomly selected entrants:** My Little Pony merchandise (provided as a \$25.00 gift card to be used on the Hasbrotoyshop.com website.) Hasbro Toy Shop Gift Cards can be used to purchase any product Hasbro Toy Shop carries on its website and have no expiration date. A gift card can be used at time of checkout as a payment option. If the amount available on the gift card is greater than the purchase total, the unused balance will remain on the gift card for future use. When using a gift card, a credit card number will also need to be entered at time of checkout. This credit card will only be charged if the gift card does not cover the full amount of the order and there will be no charges to the credit card if the gift card balance exceeds the order total. ARV of First Prize: \$25 each. **Five hundred (500) Second Prizes awarded to the randomly selected entrants:** Musselman's Coupon Sheet (total of \$10.00 in coupons which can be used toward the purchases of various Musselman's Apple Sauce products). ARV of Second Prize: \$10 each toward purchase.

General Prize Rules: All prize components are subject to availability. Gift cards subject to restrictions and expiration dates may apply. No substitution (cash or otherwise) or transfer of any prize permitted except at the sole discretion of the Sponsor who reserves the right to substitute a prize of equal or greater value in the event the prize (or portion of prize) is unavailable. All federal, state and local taxes are the sole responsibility of Grand, First and Second Prize winners. No replacements will be issued for lost, damaged or expired gift cards.

First and Second Prize winners will receive their prize via mail at the addresses provided at the time of entry. First and Second Prizes will be delivered within 6-8 weeks after the conclusion of grand prize winner confirmation. Return of Prize as undeliverable may result in disqualification and alternate selection.

Miscellaneous: All federal, state, and local taxes and all other costs and expenses associated with acceptance and use of a prize not specified herein as being awarded are the recipients' sole responsibility. Any tax payable on all or any part of prizes shall be the responsibility of the recipient. By participating in the Sweepstakes, each entrant and winner agrees to be bound by these Official Rules and the decisions of the Sponsor, which are final and binding, and 1) Attest that entry meets all eligibility requirements set forth herein; and 2) Understand that their entries may be selected for potential use in future advertising and/or promotional materials and further understand that the use of their entry in potential advertising and/or promotion efforts does not convey any status of any kind with respect to the Promotion such as, but not limited to, selection as a winning entry in the Promotion or being a potential Prize Winner; and 3) Agree that entrants grant Released Parties and their designees a non-exclusive, perpetual, sublicensable, royalty-free license to use entry and that Released Parties and their designees shall have: a) The perpetual, worldwide right to edit, publish, exploit and use entry (or any portion thereof) in any way and in any media for advertising and/or trade purposes and/or for any other purpose in any media or format, online or offline, now or hereafter known without further compensation, permission or

notification from/to entrant or any third party; b) The right and permission (unless prohibited by law) to use entrant's name, voice, city/state of residence, entry, photograph and/or other likeness for advertising, trade and/or for any other purpose in any media or format now or hereafter known without further compensation, permission or notification, entrant hereby representing that use of any of the foregoing materials shall not violate the rights of any third parties and shall not violate any applicable federal, state or local laws or ordinances; and c) No liability on account of, and entrant will defend, indemnify and hold harmless Released Parties from and against, any liability, loss, injury or damage of any kind (including attorney's fees) to any person or entity including, without limitation, personal injury, death or damage to personal or real property, due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of the prize, participation in this Promotion, or use of any submission/entry-related materials. Sponsor reserves the right, in its sole discretion, to modify, suspend, and/or terminate this Promotion should virus, bugs, non-authorized human intervention or other causes corrupt or impair the administration, security, fairness or proper play of the Promotion and, in the case of suspension or termination, at its discretion, select all Prize winners (as described above) from among all eligible non-suspect Entries received prior to event requiring such termination or suspension.

The exclusive venue to settle any dispute relating to or arising out of the Promotion shall be in the federal or state courts located in Adams County, Pennsylvania. By participating in this Promotion, each entrant agrees to such exclusive venue in Adams County, Pennsylvania.

Released Parties are not responsible for lost, incomplete, late, damaged, garbled, undelivered, entries or photos; failures or malfunctions of phones, phone lines or telephone systems or other communications malfunctions; interrupted or unavailable network, Internet Service Provider (ISP), cable, satellite, server or other connections; miscommunications, failed computer hardware or software or other technical failures; garbled, lost, misrouted or scrambled transmissions; any error, omission, interruption, defect or delay in any transmission or communication; traffic congestion on the Internet or for any technical problem, including but not limited to any injury or damage to entrant's or any other person's computer related to or resulting from participation in this Promotion; printing, typographical or other errors appearing within these Official Rules or in any Promotion-related advertisements or other materials; or other errors or problems of any kind whether mechanical, human, technical, electronic or otherwise, including, without limitation, errors that may occur in connection with the administration of this Promotion, the processing of entries, the announcement of the prizes, or in any other Promotion-related materials. The use of automated submission or similar devices as specifically set forth above is prohibited and entries through such prohibited devices are void. By entering this Promotion, entrants give their express permission to be contacted by Sponsor by direct message, telephone, email and/or postal mail for promotional purposes only.

Choice of Law: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with the Promotion, shall be governed by and construed in accordance with the substantive laws of the State of Pennsylvania, USA.

Data Collection: Except as noted in these Official Rules, information collected for this Sweepstakes is used only for the purpose of winner notification, and will not be re-used, sold or shared in any manner by Sweepstakes Entities or any third parties unless entrant has elected to receive additional information and Sweepstakes material from the Sponsor or any third party. By participating in the Sweepstakes, participant agrees to all of the terms and conditions of the Sponsor's Privacy Policy, which is available at <http://www.knousefoods.com/Global/PrivacyPolicy.aspx>. In the event of any discrepancy between the Sponsor's Privacy Policy and these Official Rules, these Official Rules shall control and govern.

Winners List: For a list of winners (available no later than 4/15/18), visit www.Musselmans.com/promotions.

Sponsor: Knouse Foods, Inc. and Knouse Foods Cooperative, Inc. 800 Peach Glen-Idaville Road, Peach Glen, PA 17375.

Carnival Cruise Line is not a sponsor to this Promotion and is not responsible for the administration, execution, or conduct of the Promotion.

Lions Gate Entertainment Inc. and its parent and affiliates are not a sponsor or administrator in this Sweepstakes and they are not responsible for any collection, submission, or processing of entries, or the selection of winners.

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