

Nature's Own Adventure Sweepstakes

Official Rules

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

1. Eligibility: Nature's Own Adventure Sweepstakes (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia) who are at least eighteen (18) years old at the time of entry. Employees of Flowers Bakeries, LLC ("Sponsor"), Walt Disney Studios Motion Pictures ("Disney"), HelloWorld, Inc. ("Administrator"), and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Promotion 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 Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the "Sweepstakes") and an instant win game (the "Instant Win Game").

2. Sponsor: Flowers Bakeries, LLC, 1919 Flowers Circle, Thomasville, GA 31757.
Administrator: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Promotion begins on October 5, 2019 at 12:00 a.m. Eastern Time ("ET") and ends on December 22, 2019 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for this Promotion.

4. How to Enter: During the Promotion Period, visit www.naturesownadventure.com and complete and submit the registration form including a valid home address. P.O. Boxes are not permitted. You automatically will receive one (1) entry into the Sweepstakes. Then, play the "Frozen Bejeweled" Game for fun. You will advance to the Instant Win Game page and receive one (1) Instant Win Game play for that day. Once on the Instant Win Game page, follow the instructions to "melting the virtual ice" by swiping your finger or mouse across the screen. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

Limit: Each entrant may enter/play one (1) time per day during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. 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. Potential winners may be required to show proof of being the authorized account holder.

5. Sweepstakes/Instant Win Game: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Sweepstakes: Administrator will randomly select the potential Sweepstakes winners, from all eligible entries on or around December 23, 2019. Instant Win Game: Four hundred seventy-four (474) random, computer-

generated winning times, one for each prize listed below, will be generated during the Promotion Period. For each Instant Win Game prize type (Third, Fourth and Fifth), there will be two (2) random, computer-generated winning times per day. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated.

6. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.

7. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes winners will be notified by email. The potential Sweepstakes Grand Prize winner (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 which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, or fails to sign and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable or if a potential winner is otherwise not in compliance with these Official Rules, potential winner forfeits the prize. In the event that a potential winner of a prize valued over \$25 is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible Sweepstakes entries received. There will be three (3) alternate drawings after which the prize will remain unawarded. Unclaimed prizes valued at \$25 or less will go unawarded. Non-trip prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

8. Prizes:

Sweepstakes Prizes:

ONE (1) GRAND PRIZE: The Grand Prize winner will receive a 8-Day/7-Night *Adventures By Disney* Norway vacation package ("Vacation Package") for themselves and one (1) guest (the "Guest"; collectively with the winner, the "Group") consisting of: two (2) round-trip, coach-class airfares for the Group from a major international commercial airport near the winner's residence ("Departure Airport") to an Oslo, Norway area airport ("Arrival Airport") (as determined by Sponsor in its sole discretion, including possible layovers); seven (7) consecutive nights' accommodations for the Group (double occupancy) as determined by Sponsor in its sole discretion (subject to availability) and opportunity to participate in the Vacation Package itinerary, as outlined here: <https://www.adventuresbydisney.com/europe/norway-vacation/daily-itinerary/>. The Vacation Package must be booked at least 45 days in advance of the travel departure date, and in any event be booked before June 1, 2020. Travel for the Vacation Package must be completed by December 31, 2020. Travel dates will be subject to availability. No extensions will be granted. The Group must travel together on the same itinerary and the same class of travel, and air transportation must be round-trip from/to the same Departure Airport/Arrival Airport as chosen by Sponsor. Vacation Package fulfillment, lodging and travel are subject to certain restrictions, air travel/flight availability and hotel/suite availability at the selected hotels. Block-out dates apply. Airline carrier's regulations and conditions apply. Airline tickets are non-refundable, nontransferable and are not valid for upgrades. Restrictions, conditions and limitations may apply. The Vacation Package is not a private trip and may be attended by up to forty (40) other

travelers. The Vacation Package is pre-scheduled for specific dates. No refund or compensation will be made in the event of the cancellation or delay of any flight. Sponsor is not liable for any expenses incurred as a consequence of flight cancellation/delay. Vacation Package will not include the following: transportation to/from the Departure Airport, airport departure fees; baggage fees; travel insurance; hotel room service; parking fees; laundry service; food/meals not served as part of the Vacation Package; alcoholic beverages; merchandise, souvenirs, etc.; local and long-distance telephone calls; tips, gratuities, service charges, resort fees not specifically included as part of the Vacation Package; any taxes; and all other charges not explicitly included herein. Vacation Package and any Vacation Package components may not be used in conjunction with any other promotion or offer, separated, sold, exchanged, substituted or redeemed for cash, traded, transferred, assigned, or rescheduled to dates other than as set forth above, except in Sponsor's sole and absolute discretion. All elements of the Vacation Package must be used by the Group at the same time during the redemption of the Vacation Package. The Grand Prize winner will not receive compensation for any element(s) of the Vacation Package that any participant is unable to use for any reason, and such unused portion(s) of the Vacation Package will be forfeited. **The Grand Prize winner and his/her Guest are responsible for having valid travel documents including government-issued identification and/or passports as applicable.** If Grand Prize winner is a minor in his/her state of residence, Guest must be winner's parent/legal guardian. Each Group member must be at least five years old at the time of travel. Once selected by Grand Prize winner, Guest cannot be changed without the express consent of Sponsor, which may be withheld for any reason. The Grand Prize winner and his/her Guest must execute an Adventure Travel Agreement, which includes a liability and publicity release prior to participation. Failure to return the executed release form within the specified time period will result in forfeiture of the Vacation Package without compensation of any kind. The Grand Prize winner acknowledges that he/she is solely responsible for any actions, claims, or liabilities of any of the Group, as applicable, related to any use of the prize or any prize-related activity or travel. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Each member of the Group is responsible for obtaining any and all necessary travel documents (valid photo I.D., credit card, passport, etc.) before departure. Any picture identification requirements associated with air travel are the Group members' responsibility. Sponsor is not responsible if any event 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. The Approximate Retail Value ("ARV") of the Vacation Package is \$16,000.00. Actual value of the Vacation Package awarded depends on a number of factors, including the Grand Prize winner's point of departure, booking and travel dates, and seasonal fluctuations of hotel rates and airfares, and therefore may be lower or higher than the ARV at the time it is fulfilled. The Grand Prize winner will not receive the difference between the actual value and the ARV. If any portion of the Grand Prize is not available for any reason, then Sponsor reserves the right to substitute that portion of the Grand Prize with another prize of comparable or greater value.

FIVE (5) FIRST PRIZES: Four (4) movie tickets to see Disney's Frozen II at a movie theatre near winner's home once the movie is released. Terms and conditions apply. Expiration date will be posted on the tickets. ARV: \$80.00.

TEN (10) SECOND PRIZES: A prize package consisting of one (1) baseball cap; one (1) notebook; one (1) travel bag; one (1) color-changing mug and one (1) Frozen II soundtrack. ARV: \$37.99.

Odds of winning a Sweepstakes Prize depend on the number of eligible entries received during the Promotion Period.

Instant Win Game Prizes:

ONE HUNDRED FIFTY-EIGHT (158) THIRD PRIZES: One (1) water bottle. ARV: \$4.07.

ONE HUNDRED FIFTY-EIGHT (158) FOURTH PRIZES: One (1) "slice of bread" stress ball. ARV: \$1.77.

ONE HUNDRED FIFTY-EIGHT (158) FIFTH PRIZES: One (1) silicone phone wallet. ARV: \$1.49.

Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays.

For All Prizes: No cash equivalent and all 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. Limit: One (1) Sweepstakes prize and one (1) Instant Win Game prize per person. TOTAL ARV OF ALL PRIZES: \$17,938.04.

9. Release: By entering the Promotion, entrants agree to release and hold harmless Sponsor, Disney, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies 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 Promotion or receipt or use or misuse of any prize.

10. Publicity: Except where prohibited, participation in the Promotion constitutes 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.

11. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, 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 or Instant Win Game, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries or plays received up to the time of the impairment. 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 Instant Win Game 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 or the Instant Win Game 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.

12. 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 Promotion; (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 Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) 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 Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry or Instant Win Game play, if 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 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.

13. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion 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 Promotion, 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 Promotion, 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.

Prize Fulfillment: Each entrant agrees that: (a) any and all disputes, claims and causes of action against Disney or its affiliates specifically arising out of or connected with Disney's intellectual property and/or any of the prizes as described in Section 6 above and/or the use thereof shall be resolved individually, without resort to any form of class action, and exclusively before the California Superior Court in and for Los Angeles County; or, if the Superior Court does not have jurisdiction, then before any other court sitting in Los Angeles County, California, having subject matter jurisdiction; and (b) any and all claims, judgments and awards specifically arising out of or connected with Disney's intellectual property and/or the prizes described in Section 6 shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Promotion, but in no event attorneys' fees. All disputes, claims and causes of action arising out of or connected with Disney's intellectual property and/or such prizes and/or the use thereof shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

14. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy <https://www.flowersfoods.com/site-services/privacy-policy> and Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

15. Winner List: For a winner list, visit <https://bit.ly/2Z3l6ml>. The winner list will be posted after winner confirmation is complete.

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