

STAR

"How do you O-live?" SWEEPSTAKES

OFFICIAL RULES

1. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT ENHANCE CHANCES OF WINNING. Open to legal residents of the fifty (50) United States and District of Columbia who are 18 years of age or older (or 19 years of age or older for residents of AL and NE) as of 12/29/14. Employees of Borges USA- STAR Fine Foods ("Sponsor"), its parent company, affiliates, subsidiaries, advertising and promotion agencies (collectively "Promotion Entities") and their immediate family members and/or those living in the same household of each are not eligible to participate. By participating, entrants agree to these Official Rules and the decisions of the Sponsor, which are final and binding in all matters relating to this Promotion.

2. HOW TO ENTER THE SWEEPSTAKES: The STAR "How do you O-live?" Sweepstakes (collectively, the "Promotion") begins at 10:00:00 AM (PST) on December 29, 2014, and ends at 11:59:59 pm PST on March 1, 2015 ("Promotion Period"). To enter during the Promotion Period, visit the STAR Fine Foods page on Facebook or the STAR website at www.STARFineFoods.com/HowYouOlive. The Sweepstakes has three sections that you can enter. The **RECIPE** section of the sweepstakes requires you to fill out an entry form and choose two preferred recipes from those shown on the page. The **PHOTO** section of the sweepstakes requires you to fill out an entry form and upload a picture of how you "o-live". The file size of the photo may be no larger than three (3) MB, and must be taken with a 72 dpi (or better) digital camera. Photos must be uploaded in one (1) of the following formats: .jpeg, .gif or .png. Entrants must have sole ownership rights of the photo. Photo must include an olive, olive tree or dish made with olives to qualify. Any photos that do not include one of these elements, are deemed inappropriate by the Sponsor, or are not related to the promotion will be disqualified and the photo will not appear in the Photo section. The **QUIZ** section of the sweepstakes requires you to fill out an entry form and take a quiz based on the information contained in that section. Please note: you do not need to correctly answer the quiz questions in order to receive an entry for the QUIZ section. All entries must be received by 11:59:59 pm PST on March 1, 2015 to be eligible for the Sweepstakes random drawing. All entries are subject to pre-screening by Sponsor, and Sponsor reserves the right to reject any entry it deems, in its sole and absolute discretion, does not qualify for the Sweepstakes.

To qualify for the **GRAND** Prize drawing, entrant must have completed **all three** sections of the sweepstakes (RECIPE, PHOTO AND QUIZ). To qualify for the **FIRST** Prize drawing, entrant must have completed **two or more** sections (RECIPE +PHOTO OR RECIPE+QUIZ, OR PHOTO + QUIZ). Those who complete all three sections will also be eligible to win the FIRST Prize. To qualify for the **SECOND** Prize drawing, entrant must have completed at least one section of the sweepstakes (RECIPE OR PHOTO OR QUIZ). Those who complete two or three sections are also eligible to win a SECOND Prize.

LIMIT ONE (1) ENTRY IN EACH SECTION PER PERSON/EMAIL ADDRESS DURING THE ENTIRE PROMOTION PERIOD.

However, after completing each section you may share the sweepstakes with friends through social media links and receive one (1) additional sharing bonus entry into the Random Drawing for each person who uses your unique code to enter.

3. SWEEPSTAKES RANDOM DRAWING: The Sweepstakes prize winners will be chosen on or about March 3, 2015 from among all eligible entries received throughout the Promotion Period by Sponsor, whose decisions are final and binding in all matters relating to this Promotion. Potential winners will be notified by email or telephone at the email address and/or telephone number provided at time of entry on or about March 4, 2015. All prize claims subject to verification by Sponsor, whose decisions are final and binding in all matters relating to this Promotion. Prizes cannot be transferred, assigned, substituted, or redeemed for cash (where applicable), but Sponsor reserves the right to substitute any prize with prize of equal or greater value, should any prize become unavailable. Sponsor is not responsible for prize claims or winner verification emails that are lost, stolen, damaged, mutilated, separated, incomplete, interrupted, misdirected, not received or for any technical or transmission failures or interruptions. Return of prize as undeliverable or unclaimed prizes will result in disqualification and prize will be forfeited and may not be awarded, at Sponsor's sole discretion. No more than the stated number of prizes will be awarded.

4. PRIZES/ODDS: One (1) Sweepstakes Grand Prize: Five Thousand Dollars (\$5,000.00) in the form of a check. Winner must complete, sign and return all affidavits, releases and other documents required by Sponsor prior to prize being awarded. Odds of winning the Sweepstakes Grand Prize depend on the number of eligible entrants who complete all three sections of the Sweepstakes during the entire Promotion Period. **One (1) Sweepstakes First Prize: One Thousand Dollars (\$1,000.00) in the form of a check.** Winner must complete, sign and return all affidavits, releases and other documents required by Sponsor prior to prize being awarded Odds of winning the Sweepstakes First Prize depend on the number of eligible entrants who complete two or more sections of the Sweepstakes during the entire Promotion Period. **Five (5) Sweepstakes Second Prizes: Year Supply of STAR Olives.** A Year Supply of STAR olives is defined as 12-21 oz jars of STAR Pimiento Stuffed Queen Olives. TOTAL ARV approximately: \$108.00. Odds of winning one of the Sweepstakes Second Prizes depends on the number of entrants who complete one or more sections of the Sweepstakes during the entire Promotion Period. TOTAL ARV of all prizes is approximately \$6540.00.

5. CONDITIONS OF PARTICIPATION: Participants agree (a) that Sponsor, and its respective parent entities, subsidiaries and affiliated companies, advertising and promotion agencies, any companies who are promotional participants or prize providers, Facebook, and all of their respective officers, directors, shareholders, employees, representatives and agents (collectively, "Released Parties"), will have no liability whatsoever for, and shall be held harmless by participants (or participant's parent/legal guardian if participant is deemed a minor in the state of his/her residence) against any liability for any injuries, losses or damages of any kind to persons, including death, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or

participation in this Promotion or any Promotion related activity, or for any printing, production, technical, typographical, human or other error in the printing, offering or announcement of any prize; and (b) except where legally prohibited, winners grant (and agree to confirm that grant in writing) permission for Sponsor and those acting under its authority to use his/her name, photograph, voice and/or likeness, for advertising, trade and/or publicity purposes without additional compensation in all media now known or hereafter discovered, worldwide and on the Internet and/or World Wide Web, in perpetuity, without notice, review or approval. All federal, state and local laws and regulations apply. Potential winners may be required to complete, execute and return an Affidavit of Eligibility, a Liability Release and where lawful, Publicity Release within ten (10) business days of attempted notification. Sweepstakes Grand Prize and First Prize winners will also be required to complete and return an IRS-W9 form within this same ten (10) business day deadline. If documents are not returned on a timely basis, or if prize or prize notification is returned as non-deliverable, or if a potential winner is found to be ineligible or not in compliance with these Official Rules, such prize will be forfeited and, at Sponsor's discretion, may be awarded to an alternate winner, time permitting. By participating in this Promotion, you acknowledge and agree that Sponsor may collect the personal information submitted by you, and use the information pursuant to Sponsor's privacy policy available on the Website.

6. LIMITATIONS ON LIABILITY: Released Parties are not responsible for illegible, lost, late, stolen, damaged, destroyed, inaccurate, delayed, incomplete, non-delivered, misdirected, entries; or for incomplete, inaccurate, lost, interrupted or unavailable network, satellite, telephone networks or lines, computer on-line systems, computer equipment, software, viruses or bugs, servers or providers, or other connections, availability or accessibility; or for unauthorized access to, or alteration of entries; or miscommunications, failed computer, telephone, satellite, or cable transmissions, lines or other technical failure; or for jumbled, scrambled, delayed, or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties; or for any other errors of any kind, whether human, technical, mechanical, electronic or network, including, without limitation, any errors which may occur in connection with the administration of the Promotion or in any Promotion-related materials; or for the incorrect or inaccurate capture of entry or other information, or the failure to capture any such information. Persons who tamper with or abuse any aspect of the Promotion or Website, as solely determined by the Sponsor, will be disqualified (and all associated entries will be void), and Sponsor reserves the right to terminate such entrant's eligibility to participate in this or any other promotion offered by Sponsor. Entries generated by robotic, programmed, script, macro or other automated means or by any means which subvert the entry process will be disqualified. Released Parties are not responsible for injury or damage to participants' or to any other person's mobile device or computer related to or resulting from participating in this Promotion. Should any portion of the Promotion be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right at its sole discretion to suspend or terminate the Promotion, and select winner(s) for the corresponding drawing from all non-suspect, eligible entries received for such drawing prior to action taken or as otherwise

deemed fair and appropriate by Sponsor. Without limiting the release provided above, and for greater certainty, Released Parties will not be liable for (a) any incomplete or inaccurate information, whether caused by wireless device users or by any equipment or programming associated with or utilized in the Promotion, or by any technical or human error which may occur in the processing of entries; (b) the theft, destruction or unauthorized access to, or alteration of, entries; (c) any problems with or technical malfunctions of telephone networks or lines, computer on-line systems, servers or providers, computer equipment, software, viruses or bugs; (d) any failure of any message to be received by or from Sponsor for any reason including but not limited to traffic congestion on the Internet or wireless waves or at any Website or combination thereof; or (e) damage to a participant's or other person's system or equipment occasioned by participation in this Promotion. In the event of a dispute regarding prize claims or entries received from multiple users having the same wireless telephone account, the user identified at the time of entry in the wireless carrier's billing system for the wireless telephone number used to enter will be deemed to be the entrant and must comply with these Official Rules. **IN NO EVENT WILL THE RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE WEBSITE OR ANY OTHER WEBSITE ASSOCIATED WITH THIS PROMOTION.**

7. WINNERS LIST/OFFICIAL RULES REQUEST: For the name of the winner and/or Official Rules, send a hand-printed, self-addressed, return postage stamped envelope to: Winners List/Official Rules (specify which) - STAR "How do you O-live?" Sweepstakes, 2680 West Shaw Lane, Fresno, CA. The winner list will be available after winner confirmation is complete, on or about March 15, 2014.

8. SPONSOR: Borges USA- STAR Fine Foods, 2680 West Shaw Lane, Fresno, CA 93711