

OFFICIAL RULES  
Snyder's of Hanover® Back-To-School 2008 Sweepstakes

1. **NO PURCHASE NECESSARY. PURCHASE WILL NOT ENHANCE CHANCES OF WINNING.** Open and offered only to legal residents of the 50 United States and District of Columbia who are 18 years of age or older. Void where prohibited. **General Conditions: Participants (and participant's parent/legal guardian, if participant is a minor) agree (a) that Sponsor, subsidiaries and affiliated companies, advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents are released, will have no liability whatsoever for, and shall be held harmless by participants (and a participant's parent/legal guardian, if participant is a minor) against any liability for any injuries, losses or damages of any kind to person(s), including death, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in this Sweepstakes or any Sweepstakes related activities and (b) except where legally prohibited, winner (and each winner's parent/legal guardian, if winner is minor) grants (and agree to confirm that grant in writing) permission to Sponsor and those acting under its authority the right to the use of his/her name, picture, likeness, voice, biographical information and statements, at any time or times, for advertising, trade, publicity and promotional purposes without additional compensation, in all media now known or hereafter discovered, worldwide and on the Internet and World Wide Web, without notice, review or approval.** Winner (and winner's parent or legal guardian if winner is a minor) will be required to complete, sign and return an Affidavit of Eligibility, a Liability Release, and where lawful a Publicity Release within seven (7) days of receipt of notification. If documents are not returned timely, or if the prize notification or prize is returned as non-deliverable, or if a winner is found to be ineligible or otherwise not in compliance with these Official Rules, prize will be forfeited and an alternate winner selected. Federal, state and local income and other taxes on prizes, if any, are solely the responsibility of the winner. All entries become property of Sponsor and will not be returned.
  
2. **Promotional Period:** Sweepstakes begins 3:00 p.m. Central Time (CT) on 07/01/08 and ends 11:59 p.m. CT 01/31/09 ("Promotional Period"). Entries must be received and recorded by the Sponsor's computer during the Promotional Period. Sponsor's computer is the official time keeping device for the sweepstakes.
  
3. **To Enter:** Visit [www.snydersofhanover.com](http://www.snydersofhanover.com) (hereafter "Web site") during the Promotional Period, and click on the icon, banner or text link to access the Sweepstakes entry webpage. Follow the online instructions for providing your complete name, address, date of birth, e-mail address and daytime phone number. Limit one (1) entry per person/email address. Any attempt to submit more than the maximum number of entries using multiple/different email addresses, identities or any other methods may void that participant's entry.

Entries generated by a robotic, programmed, script, macro or other automated means will be disqualified. No other forms of entry are valid other than those set forth above. All entry information becomes the property of the Sponsor. Sponsor reserves the right to verify all entries.

4. **Drawing:** A winner will be selected in a random drawing conducted by an independent judging agency on or about 02/15/09 from among all eligible entries received. The winner will be notified by mail. Prize cannot be transferred, redeemed for cash or substituted. If a winner is a minor in his/her jurisdiction of residence, prize may be awarded in the name of, or to, winner's parent/legal guardian who must execute all documents and agree to all obligations and undertakings of winner, both on behalf of himself/herself and winner, or prize may be forfeited and awarded to an alternate winner.
5. **Prize/Odds:** Prize (1): The Scholarship \$3,000 award (the "\$3,000") will be \$3,000.00 and will be placed in a Upromise account in the winner's name. Winner must join Upromise for free online at Upromise.com and must agree to the terms and conditions of the Upromise Member Agreement before the \$3,000 can be awarded. If winner does not join Upromise within sixty (60) days the \$3,000 will be forfeited. The \$3,000 can be used at the winner's discretion. Winner must comply with all proper registration required by Upromise. No substitution of \$3,000 is offered, no transfer of \$3,000 to a third party permitted. Sponsor shall have no obligation to award any unclaimed \$3,000s. Winner is responsible for all applicable state and federal taxes in connection with the \$3,000.
6. **SCHOLARSHIP \$3,000 WINNER NOTIFICATION:** The \$3,000 winner will be notified by U.S.P.S. Registered Mail at the postal street address provided at the time of registration on the Web Site. Any winner notification returned as undeliverable without a forwarding address may result in \$3,000 forfeiture. The \$3,000 winner will be required to sign and return an Affidavit of Eligibility and Liability Release with (where lawful) a publicity release ("Affidavit") within ten (10) days of attempted winner notification (as indicated by the date referenced in the Affidavit). Failure to return the Affidavit within ten (10) days may result in \$3,000 forfeiture. If mail is returned as undeliverable without a forwarding address, the \$3,000 will be forfeited. Unless otherwise noted, allow 8-10 weeks for \$3,000 information by mail following completion of notification process. If a minor should win the \$3,000, the \$3,000 may be awarded to the minor's parent or legal guardian, and if applicable, any Affidavit relating to the \$3,000 won by a minor must be executed by the minor's parent or legal guardian. Any portion of the \$3,000 not accepted by the winner will be forfeited.
7. **Limitations of Liability:** Neither Sponsor nor its agencies are responsible for lost, illegible, late, misdirected, incomplete, mutilated, or non-delivered mail, entries or email; or for interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Web site, telephone or other connections, availability or accessibility, or miscommunications, or failed computer, satellite, telephone or cable transmissions, or lines, or technical failure or jumbled, garbled, corrupted, scrambled, delayed, or misdirected transmissions, or

computer hardware or software or telephone malfunctions, failures, or technical errors or difficulties, or other errors of any kind whether human, mechanical, electronic or network or the incorrect or inaccurate capture of entry or other information or the failure to capture, or loss of, any such information. Neither Sponsor nor its agencies are responsible for any incorrect or inaccurate information, whether caused by Web site users, or by any equipment or programming associated with or utilized in this Sweepstakes; and assume no responsibility for any error, omission, interruption, deletion, defect or delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or tampering with or hacking of the Web site. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with entry process or operation of Sweepstakes or Website, to be acting in violation of the terms of the Website or to be acting in a non-sportsmanlike or disruptive manner, or with intent to threaten, abuse or harass any other person. Sponsor is not responsible for injury or damage to participants' or any other person's computer related to or resulting from participating in this Sweepstakes or downloading or copying materials from or use of Website. If, for any reason, Sweepstakes, in the sole opinion of Sponsor, is not capable of running as planned by reason of infection by computer virus, worms, bugs, tampering, hacking, unauthorized intervention, fraud, technical failures or any other causes which, in sole opinion of the Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend Sweepstakes, and determine winner from mail entries, phone or Internet entries (as appropriate) received prior to action taken, or as otherwise deemed fair and equitable by Sponsor. In case of dispute, authorized subscriber of e-mail account used to enter at actual time of entry will be deemed to be the participant, and must comply with these Official Rules. The authorized account subscriber is deemed to be natural person who is assigned an e-mail address by an Internet Access Provider, on-line service provider, or other organization that is responsible for assigning e-mail addresses.

**IN NO EVENT WILL SPONSOR AND ITS RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES AND RELATED COMPANIES, THEIR ADVERTISING OR PROMOTION AGENCIES OR ALL OF THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS 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 DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID WEBSITE. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THIS WEBSITE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OF EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.** Sponsor, its

Administrators and Upromise make no representations or warranties of any kind

concerning the appearance, safety, use or performance of the \$3,000. Winner bears all risk of loss or damage to P\$3,000 after delivery/acceptance. All Promotion participants and/or winner, on behalf of themselves, their executors, heirs and assigns, by acceptance of any offer/\$3,000 received under this Promotion, agree to release Sponsor, its Administrators and Upromise from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses of any kind to persons or property which may be sustained in connection with the conduct, promotion or outcome of the Sweepstakes, receipt, ownership or use of any such \$3,000 or while preparing for, participating in or traveling to and/or from any \$3,000-related activity in connection with the Promotion or otherwise. Under no circumstance will Sponsor, its Administrators or Upromise be liable for punitive, incidental, consequential, or any other damages.

8. **Winner's List:** For the name of the winner, send a self-addressed stamped envelope along with your request to: Snyder's of Hanover® Back-To-School 2008 Sweepstakes Winner, PO Box 1876, Poughkeepsie, NY 12601
9. **Sponsor:** Snyder's of Hanover®, 1250 York Street, Hanover, PA 17331