

Truvia Twitter Sweepstakes Official Rules

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

1. Eligibility: Truvia Twitter Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of The Truvia Company, LLC ("Truvia"), Pandora Music, Inc., ePrize, LLC, and their parent and affiliate companies, the independent contractor insurance and financial services agents of Truvia, as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes 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 Sweepstakes. Winning the prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: The Truvia Company, LLC, 6132 Habitat Drive, Suite 2, Boulder, CO 80301.
Administrator: ePrize, LLC, One ePrize Drive, Pleasant Ridge, MI 48069.

3. Timing: The Sweepstakes begins on November 8, 2011 at 8:00 p.m. Eastern Time ("ET") and ends on November 20, 2011 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: You will need a Twitter account ("Account") to participate in the Sweepstakes. If you don't already have an Account, visit www.twitter.com to create an Account; creating an Account is free.

Once you have an Account, and during the Promotion Period, tweet a message beginning with: @truvia #meetladya <http://bit.ly/qlmwzW> with the reason why you want to meet Lady Antebellum. You will then receive one (1) entry into the Sweepstakes. Your tweet will be disqualified if it is indecent, obscene, hateful, tortious, defamatory, or libelous or contains material that violates or infringes another's rights, or disparages Sponsor, Administrator or any other person or party affiliated with the Sweepstakes, or contains material that is unlawful in any way.

Limit: You may receive one (1) Sweepstakes entry per day, during the Promotion Period. Sponsor reserves the right to disqualify any Tweets that it finds unlawful, or in violation of these Official Rules, in its sole discretion. Multiple entrants are not permitted to share the same Account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different Accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized Account holder of the Account will be deemed to be the entrant. The "authorized Account holder" is the natural person assigned to the Account. Each potential winner may be required to show proof of being an authorized Account holder.

5. Prize Drawing: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winner are final and binding in all matters related to the Sweepstakes. Administrator will

randomly select the potential Sweepstakes winner from all eligible entries received during the Promotion Period on or around November 21, 2011. The potential winner will receive a Twitter message ("Twitter Message") after the date of the drawing from @truvia to the Account used to enter the Sweepstakes. In order to receive the Twitter Message, the potential winner's "Tweet Privacy" Account setting must be "unchecked." The potential winner will be required to respond to the Twitter Message within three (3) days of the date the Twitter Message was posted, with the first and last name, Twitter account username, email address and hash tag, or prize will be forfeited. Once this information is collected, the potential winner will receive an email notification from Administrator. Except where prohibited, the potential winner (or 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 two (2) days of the date notice or attempted notice is sent, in order to claim the prize. If the potential winner cannot be contacted, fails to respond to the Twitter Message within the required time period, fails to sign and return the Declaration of Compliance, Liability and Publicity Release within the required time period, or if a prize or prize notification is returned as undeliverable, potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that the potential winner is disqualified for any reason, Sponsor will award the prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded.

6. Prize: ONE (1) PRIZE: A trip for two (2) to see Lady Antebellum in concert in Wichita Falls, TX. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Administrator in its sole discretion) to Dallas, TX; three (3) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); a \$250 allowance for a rental car for the length of the stay; (2) tickets to the Lady Antebellum concert; and \$500 in spending money. If winner elects to only use two (2) nights' accommodations, he/she will receive an additional \$210 in spending money. If winner does not meet requirements for rental car, that portion of the prize will be forfeited in its entirety. Winner must be available to travel and attend the concert on the scheduled date of December 3, 2011 or prize will be forfeited. Travel must be round trip. Administrator will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel and accommodations are subject to availability. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Administrator's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Administrator air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Administrator's sole discretion. Administrator will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. The Sponsor is not responsible if the concert is delayed, postponed or cancelled for any reason and winner will not be reimbursed for tickets. Seating and timing will be determined in the sole discretion of Sponsor. Tickets

may be subject to Sponsor's standard rain-check policies and procedures. By accepting ticket prize, winner agrees to abide by any terms, conditions and restrictions provided by the ticket. The Sponsor is not responsible if winner does not use ticket on day of event. Approximate Retail Value: \$3,645. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning the prize depend on the number of eligible entries received during the Promotion Period.

7. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, Pandora Music, Inc., Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, 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 Sweepstakes or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes the 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.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. 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 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 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.

10. 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 Sweepstakes; (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 Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) 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 Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. If the Sweepstakes, or any part of it, is discontinued for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered.

herein. 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 the 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.

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

12. Entrant's Personal Information: Information collected from entrants is subject to ePrize, LLC's Privacy Policy <http://www.eprize.com/privacy-policy> and Sponsor's Privacy Policy <http://truvia.com/privacy-policy/>.

13. Winner List: For a winner list, visit <http://bit.ly/q0FzeI>. The winner list will be posted after winner confirmation is complete.

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