

Blue Bunny® “The Final ConeDown Sweepstakes” OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN A PRIZE IN THIS SWEEPSTAKES. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

THIS SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH, TWITTER, INSTAGRAM OR FACEBOOK.

A MOBILE DEVICE/SMARTPHONE IS NOT REQUIRED TO PARTICIPATE IN THIS SWEEPSTAKES, BUT IF A MOBILE DEVICE/SMARTPHONE IS UTILIZED TO PARTICIPATE IN THIS SWEEPSTAKES, CARRIER’S STANDARD DATA RATES APPLY.

TO PARTICIPATE IN THIS SWEEPSTAKES VIA TWITTER OR INSTAGRAM, YOU MUST HAVE A VALID TWITTER OR INSTAGRAM ACCOUNT WITH AN UNRESTRICTED PUBLIC SETTING. IF YOU DO NOT HAVE A VALID TWITTER OR INSTAGRAM ACCOUNT, YOU CAN OBTAIN ONE WITHOUT COST BY VISITING TWITTER.COM OR INSTAGRAM.COM.

1. ELIGIBILITY: The Blue Bunny® “The Final ConeDown Sweepstakes” (the “Sweepstakes”) is open only to legal residents of the fifty (50) United States and the District of Columbia who are 18 years of age or older at the time of entry. Employees of Wells Enterprises, Inc. (the “Sponsor”), its advertising/promotion/internet agencies associated with this Sweepstakes including Blue Chip Marketing Worldwide (the “Administrator”), and all such employees’ immediate family members (defined as spouse, child, parent, sibling; whether biological, adopted, “step” or in-law, regardless of where they reside) and/or those living in the same household of each are not eligible. All federal, state and local laws and regulations apply. Void where prohibited by law.

2. SWEEPSTAKES PERIOD: The Sweepstakes entry period begins at 12:00:00 a.m. Central Time (“CT”) on September 8, 2015, and ends at 11:59:59 p.m. CT on September 22, 2015 (the “Sweepstakes Period”), with intervening deadlines at 11:59:59 p.m. on each day during the Sweepstakes Period (each a “Daily Deadline”).

3. HOW TO ENTER: In order to enter and be eligible to win a prize, eligible entrants must complete the following steps during the Sweepstakes Period:

a. Create a photo or text-only post that shows or tells how you plan to extend summer through the official end of summer on September 22, 2015 (the “Content”), and post the Content via your own valid public Twitter or Instagram account (the “Posting Site”) with the Hashtags #BlueBunnyWinBig and #FinalConeDown (the “Hashtags”) included in the post. For purposes of this Sweepstakes, the term “Post” shall be used to include the Content, Hashtags and

any other content contained within the post. You must include both of the Hashtags in your Post in order to be eligible.

b. Once your Content is posted with the Hashtags, you will receive an automated reply (an @mention if posted via Twitter or a comment to the Instagram post if posted via Instagram) with a bit.ly link to claim your Content and complete an entry form (Content must be claimed and entry form completed in order to be eligible to win). After clicking the link, you will be directed to www.facebook.com/bluebunny (the “Sweepstakes Site”) where you must first provide your date of birth, and if eligible, you will then have access to the official entry form which you must complete the by providing your First Name, Last Name, Email Address and Street Address. You must also confirm that you have the right to submit the Content in the Sweepstakes, and that anyone identified in your Content (either visually or by name) (an “Identifiable Person”) has consented to the use of their identity as contemplated in these Official Rules and on the Sweepstakes Gallery (as described in more detail, below). If your Content includes an Identifiable Person who is a minor, you must have permission from the parent or legal guardian of each such Identifiable Person.

d. After completing and submitting the entry form, you will receive a pop up response that you are entered into the Sweepstakes (pending verification your Post’s compliance with these Official Rules), and you will have the option to share your Post and details about the Sweepstakes on your own social channels with prepopulated copy and image.

e. Once the Post is reviewed by Administrator, the Post, or just the Content within that Post, may be displayed (in Sponsor’s sole discretion) on the Gallery on the Sweepstakes Site. If you do not see your Content on the Sweepstakes Site, it does not mean that your Post has not been entered into the Sweepstakes. It is possible that not all Posts/Content will be shared on the Gallery.

f. You may submit Content (i.e., the specific photo or text) only one time during the entire Sweepstakes Period, but you may submit a new Post (i.e., with different Content) each day of the Sweepstakes Period. Limit one Post per person and per Posting Site account day. If multiple Posts are received on the same day, all but the first Post will be ineligible. If the same Content is received more than one time, all but the first Post containing that Content will be ineligible.

4. ENTRY REQUIREMENTS: For purposes of these Official Rules, an “Entry” shall be deemed a Post, the Content, Hashtags, entry form and any other content submitted or posted by the entrant in connection with any of those elements or otherwise relating to the Sweepstakes. The following requirements shall apply to each Entry (all as determined in Sponsor’s sole discretion):

a. The Post must be in compliance with the applicable Posting Site’s terms of use, which can be found on the Posting Site.

b. If a person other than the entrant is included in the Content, the entrant must have a written release from such person (or people if there is more than one such person) authorizing the Content to be entered in the Sweepstakes and used for any purpose contemplated by these

Official Rules. Upon request of Sponsor, the entrant agrees to obtain a written release from any such person included in the Content on a form provided by Sponsor and failure to provide such signed release may result in disqualification (and in the event that a minor is in the Content, you agree to obtain such written release from that minor's parent/legal guardian).

c. The Post must be posted to a Posting Site with the Hashtags #BlueBunnyWinBig and #FinalConeDown within the description.

d. If the entrant is not the photographer of any photo submitted as Content, the entrant must have a written release from the photographer authorizing the photo to be entered in the Sweepstakes and used for any purpose contemplated by these Official Rules, as well as transferring rights in such photo as contemplated in these Official Rules. Upon request of Sponsor, the entrant agrees to obtain a written release from the photographer on a form provided by Sponsor and failure to provide such a signed release may result in disqualification.

e. If the entrant is submitting written text as the Content, the entrant must be the original author of such text Content.

f. The Content must not infringe upon the rights of any third-party, including, without limitation, copyright, trademark, rights of publicity and/or privacy.

g. The Content must be suitable for publication to all audiences, and may not be violent, immoral, offensive, illegal, pornographic, obscene, indecent, inappropriate, contain any activity deemed to be dangerous or to promote unsafe behavior, or in any way inconsistent with Sponsor's desired image, as determined solely by Sponsor.

h. The Content must not contain logo, trademark, service mark, or other image of any business or company, other than the Sponsor (the Content may contain Sponsor's products, but it does not have to).

i. The Content must not include any representations of celebrities, athletes or other public figures, whether dead or alive.

j. The Content must not show Sponsor's product(s) or product packaging being used inappropriately or in a disparaging manner.

k. The Content must be in keeping with Sponsor's image, as determined by Sponsor in its sole discretion.

l. The Content must not have been submitted in any previous competitions or promotions.

m. The Entry may not in any other way violate applicable laws and regulations.

Any Entry in violation of these Official Rules may be deemed void in Sponsor's sole discretion (unless otherwise set forth herein).

By submitting an Entry in this Sweepstakes, entrant agrees to indemnify and hold harmless Sponsor, Administrator, Twitter, Instagram, Facebook, and any other person or entity involved in the administration, execution or fulfillment of the Sweepstakes, and all of their respective parent or affiliated entities, owners, officers, directors, employees, shareholders, members, agents or contractors (collectively “Released Parties”) from any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements), brought or asserted by any third party against Sponsor or Released Parties due to or arising out of the entrant's entry, use of such entry (in whole or part, edited or unedited) by Sponsor or any other party authorized by these Official Rules or Sponsor of the entry as authorized herein, or the entrant's conduct in creating an Entry, including but not limited to claims for trademark infringement, copyright infringement, violation of an individual’s right of publicity or right of privacy, or defamation. Entrant further agrees to release Sponsor and Released Parties from any and all claims that any commercial, advertising presentation, web content or any other material subsequently produced, presented, and/or prepared by or on behalf of Sponsor infringes entrant's rights with regard to any elements, characters or ideas contained in any Entry. Released Parties are not responsible for Entries that are not received by Sponsor (in whole or in part) for any reason. Any portion of an Entry that is submitted to Sponsor becomes Sponsor’s property and will not be returned.

5. WINNER SELECTION: Starting on Wednesday, September 9, 2015, and on each subsequent day until Wednesday, September 23, 2015, Sponsor will randomly select the number of Entries for the specified prizes as detailed in the table below for that day’s drawing from among all eligible Entries received from the start date of the Sweepstakes through midnight (CT) the night before, but excluding Entries selected to win a prize in any prior drawings in the Sweepstakes. Odds of winning depend on the number of eligible Entries received as of the entry deadline for a particular drawing.

Date	Premium Prizes to be awarded	Runner up Prizes to be awarded
September 9, 2015	(1)Premium Package #2	(1)Runner Up Prize Package #1 (1)Runner Up Prize Package #2 (1) Runner Up Prize Package #3
September 10, 2015		(1)Runner Up Prize Package #1 (1)Runner Up Prize Package #2 (1) Runner Up Prize Package #3

September 11, 2015	(1)Premium Package #1	(1)Runner Up Prize Package #1 (1)Runner Up Prize Package #2 (1) Runner Up Prize Package #3
September 12, 2015	(1)Premium Package #4	
September 13, 2015		(2)Runner Up Prize Package #1 (2)Runner Up Prize Package #2 (2) Runner Up Prize Package #3
September 14, 2015	(1)Premium Package #2 (1)Premium Package #3	(1)Runner Up Prize Package #1 (1)Runner Up Prize Package #2 (1) Runner Up Prize Package #3
September 15, 2015		(1)Runner Up Prize Package #1 (1)Runner Up Prize Package #2 (1) Runner Up Prize Package #3
September 16, 2015	(1)Premium Package #1 (1)Premium Package #3 (1)Premium Package #4	
September 17, 2015		(1)Runner Up Prize Package #1 (1)Runner Up Prize Package

		#2 (1) Runner Up Prize Package #3
September 18, 2015	(1)Premium Package #2	(1)Runner Up Prize Package #1 (1)Runner Up Prize Package #2 (1) Runner Up Prize Package #3
September 19, 2015	(1)Premium Package #4	(1)Runner Up Prize Package #1 (1)Runner Up Prize Package #2 (1) Runner Up Prize Package #3
September 20, 2015		(1)Runner Up Prize Package #1 (1)Runner Up Prize Package #2 (1) Runner Up Prize Package #3
September 21, 2015	(1)Premium Package #1 (1)Premium Package #3	
September 22, 2015	(1)Premium Package #2	(2)Runner Up Prize Package #1 (2)Runner Up Prize Package #2 (2) Runner Up Prize Package #3

September 23, 2015	(1)Premium Package #1 (1)Premium Package #3 (1)Premium Package #4	(2)Runner Up Prize Package #1 (2)Runner Up Prize Package #2 (2) Runner Up Prize Package #3
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6. PRIZE DETAILS AND APPROXIMATE RETAIL VALUES (“ARVS”):

a. Premium Prizes: A total of sixteen (16) Premium Prizes are available to be awarded during the Promotion Period (the exact Premium Prize Package to be awarded as indicated in the table in Rule 5, above): Premium Package 1 (4 available): Golf Package (includes a Golf Bag, a Towel, an Umbrella, a Koozie, an Ogio ¼ Zip Fleece, a Jawbone Big Jambox Wireless Bluetooth Speaker - Graphite Hex, and a Hat) (Total ARV for Premium Package 1: \$442). Premium Package 2 (4 available): Computer Package (includes a second generation mini tablet computer with Retina Display (16GB, Wi-Fi, White with Silver), a Backpack and Jawbone Big Jambox Wireless Bluetooth Speaker - Graphite Hex (Total ARV for Premium Package 2: \$1032). Premium Package 3 (4 available): Entertainment Package (includes a Samsung 50-Inch 1080p Smart LED TV (2015 Model), a Backpack and a Jawbone Big Jambox Wireless Bluetooth Speaker - Graphite Hex (ARV for Premium Package 3: \$1,701). Premium Package 4 (4 available): Back to School Package (includes an Apple MacBook Pro 13.3-Inch Laptop with Retina Display (128 GB), Mouse and Keyboard, a Backpack and a \$100 Amazon Gift Card) (ARV for Premium Package 4: \$517).

b. Runner Up Prizes: A total of forty-five (45) Runner Up Prizes are available to be awarded (the exact Runner Up Prize Packages to be awarded as indicated in the table in Rule 5, above): Runner Up Prize Package 1 (15 available): a Ogio ¼ Zip Fleece, a Water bottle and a Hat (ARV of Runner Up Prize Package 1: \$65). Runner Up Prize Package 2 (15 available): a Water bottle, a Backpack and a Mug (ARV of Runner Up Prize Package 2: \$63). Runner Up Prize Package 3 (15 available): a Blue Bunny Ogio ¼ zip fleece (ARV: \$45).

Total approximate retail prize value “ARV” in this Sweepstakes is \$17,363 Prizes may not be transferred, and no cash redemptions prize substitutions will be allowed. The winners are each responsible for all federal, state and local taxes due in connection with their acceptance of a prize, and may be issued a 1099 for the value of their prize as required by law.

7. WINNER NOTIFICATION AND VERIFICATION: Each potential winner will be notified by email at the email address provided in his or her Entry (the “Winner Notification”) within 48 hours of the drawing. For Runner Up Prize Winners, the prize will automatically be shipped to such Runner Up Prize Winner’s address as stated in the entry form. Potential Premium Prize Winner’s Winner Notification will include an attachment with an Affidavit of Eligibility and Liability/Publicity Release (the “Prize Claim Form”) that each potential Premium Prize Winner

must complete, sign, have notarized and return to Administrator at the address provided in the Winner Notification, postmarked within five (5) days of the send date of the Winner Notification. If potential Premium Prize Winner is an eligible minor, his/her parent or legal guardian must sign such Prize Claim Form on his/her behalf. If Winner Notification is returned as undeliverable, if potential Premium Prize Winner fails to return the completed Prize Claim Form as directed and within the time frame specified, if prize is returned as undeliverable, or if Sponsor determines that a potential winner is ineligible or otherwise not in compliance with these Official Rules, such potential winner will be disqualified and Sponsor may choose an alternate winner from the remaining eligible Entries. Sponsor will make one attempt to notify/verify each potential winner, and if that potential winner is not verified, Sponsor may attempt to notify/verify up to three alternates following the same procedure. If a winner is not verified for a prize after three attempts, the prize will not be awarded. Unclaimed prizes will not be awarded. Once verified, winners' prizes will be sent to them at the address provided by them in their Prize Claim Form or in the Entry Form within approximately six weeks.

8. OWNERSHIP AND USAGE RIGHTS: By entering the Sweepstakes, entrants (and the photographer, if not the entrant) grant Sponsor a world-wide, royalty-free, perpetual and non-exclusive right (but not the obligation) to copy, distribute, display, or otherwise use (collectively "Use") Content or other portion of the Entry submitted in connection with the Sweepstakes, with or without the entrant's name and/or social media handle, edited or unedited, in advertising and Sweepstakes of the Sweepstakes on the Sweepstakes Site and in any other media without limitation, including on Sponsor's own Twitter, Instagram and/or other social media pages/sites. If an entrant submits Content that does not comply with the entry requirements set forth in these Official Rules or that otherwise does not comply with these Official Rules, such entrant will not be eligible to win a prize in this Sweepstakes, but that entrant hereby grants a non-exclusive royalty free license to Sponsor and those authorized by Sponsor to post such Content on the Sweepstakes Site in connection with the Sweepstakes.

By accepting a prize in this Sweepstakes, each winner (and the photographer of any photographic Content, if not the entrant, and any Identifiable Person or such Identifiable Person's parent/guardian if such Identifiable Person is a minor) grants to Sponsor a non-exclusive license in perpetuity to Use the Content submitted by such winner (edited or unedited) for any and all purposes, including for advertising, Sweepstakes and publicity of Sponsor and its products, without limitation and without further compensation or permission necessary.

Each entrant along with the photographer of any photographic Content (if applicable), any other party identified in the Content, and anyone involved in any manner with the Entry (collectively "Participants") hereby waive and release Sponsor and the other Released Parties from any and all claims that the Participant and/or his/her heirs may now or hereafter have in any jurisdiction based on "moral rights" with respect to exploitation of the Content by Sponsor or those authorized by Sponsor, without further compensation to entrant of any kind. Participants agree not to instigate, support, maintain, or authorize any action, claim, or lawsuit against Sponsor or the other Released Parties on the grounds that any use of the Content, or any derivative works, infringe or violate any of Participant's rights therein. Participant grants Sponsor, and anyone authorized by Sponsor, the right, but not the obligation, to associate the Content with entrant's name, social media handle, image, likeness, hometown, and biographical information, without

limitation and without compensation. Participants shall not receive any compensation or credit for Sponsor's use of the Content other than that disclosed in these Official Rules.

By entering this Sweepstakes and/or accepting a prize, winners and entrants hereby consent (unless prohibited by law) to the Sponsor's use of such winner's or entrant's name, age, Content, likeness and/or image, and city/state of residence without any further compensation in connection with the Sweepstakes of this Sweepstakes.

9. MISCELLANEOUS TERMS: By entering the Sweepstakes, each entrant affirms that he or she has read and agrees to abide by the Official Rules and the decisions of the Sponsor. Sponsor reserves the right to disqualify any entrant acting in violation of the Official Rules or found tampering with the entry process or with the operation of the Sweepstakes or the Sweepstakes Site. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE RELATED TO SPONSOR OR THE SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.

10. LIMITATIONS AND RELEASE OF LIABILITY: Sponsor and other Released Parties are not responsible for any incorrect or inaccurate entry information, theft, tampering, destruction, or unauthorized access to, or alteration of entries; printing or other errors; and any entries which are late, lost, delayed, incomplete, misdirected, stolen, mutilated, illegible, or any combination thereof.

Sponsor and Released Parties are not responsible and shall not be liable for: (a) any telephone, electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties of any kind, including without limitation, server malfunction or by any human error which may occur in connection with the Sweepstakes or in processing of entries; (b) failed, incomplete, garbled or delayed computer transmissions; (c) late, lost, illegible, incomplete, damaged or misdirected entries; (d) any failures of the Posting Sites or Sweepstakes Site; and (e) any condition or event that may cause the Sweepstakes to be disrupted or corrupted. By participating in this Sweepstakes, Participants all agree that in no event will Sponsor and 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 such Participant's access to and use of the Sweepstakes Site or the Posting Sites. Without limiting the foregoing, everything on the Sweepstakes Site is provided "as is" without warranty of any kind, either expressed or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Sponsor reserves the right to cancel or modify the Sweepstakes if fraud, misconduct or technical failures destroy the integrity of the Sweepstakes; or if a computer virus, bug or other technical problem corrupts the administration or security of the Sweepstakes as determined by Sponsor, in its sole discretion. In the event of termination, a notice will be posted on the Sweepstakes Site and in Sponsor's sole discretion; the winners may be selected from all eligible entries received prior to termination (provided a sufficient number of eligible entries have been achieved at the time of termination). Proof of submitting Entries will not be deemed to be proof of receipt by Sponsor. Any use of robotic, automatic, programmed or the like methods of participation will void all such entries made by such methods. Sponsor

reserves the right to prohibit the participation of an individual if fraud or tampering is suspected or if the account holder fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules.

By participating or entering this Sweepstakes, each Participant agrees to release, discharge, indemnify and hold harmless Sponsor and all other Released Parties from and against any claims, losses, damage or liability related in any way to the operation of this Sweepstakes, as well as any other claims, damages or liability due to any injuries, damages or losses (whether alleged, threatened, or actual) to any person or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in this Sweepstakes.

11. LEGAL: Except where prohibited by law, as a further condition of participating in this Sweepstakes, each Participant agrees that (a) any and all disputes 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 final and binding arbitrations under the rules of the American Arbitration Association (“AAA”); (b) the Federal Arbitration Act shall govern the interpretations, enforcement and all proceeding at such arbitration; and (c) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstance will a Participant (or his/her guardian) be permitted to obtain awards for, and Participant or Participant’s legal guardian hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorney’s fees, and Participant or Participant’s legal guardian further waives all rights to have damages multiplied or increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Participants and/or Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Iowa, without regard for conflicts of law doctrine, and all proceedings shall take place in Plymouth County, Iowa.

Instagram® is a registered trademark of Instagram, Inc. Twitter® is a registered trademark of Twitter, Inc. Facebook® is a registered trademark of Facebook.

12. WINNERS’ LIST: For the names of the major prize winners (those prizes that are \$25 or more), send a self-addressed stamped envelope to Blue Bunny “The Final ConeDown Sweepstakes,” P.O. Box 622, Northbrook, IL 60065-1162 postmarked on or before October 31, 2015.

13. PRIVACY AND DIGITAL MILLENIUM COPYRIGHT ACT: Sponsor’s collection and use of information collected online in connection with this Sweepstakes shall be governed by the terms of Sponsor’s privacy policy posted on the Sweepstakes Site. If you believe that your copyright has been infringed in connection with Content posted on the Sweepstakes Site or in any other Sponsor-controlled medium, please see procedures to follow as set forth within that policy.

14. SPONSOR: This Sweepstakes is sponsored by Wells Enterprises, Inc., 1 Blue Bunny Drive, LeMars, IA 51031. The administrator is Blue Chip, 650 Dundee Road, Suite 250; Northbrook, IL, 60062.