

## Smithfield Rewards Sweepstakes Official Rules

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

**1. Eligibility:** Smithfield Rewards Sweepstakes (the "Sweepstakes") is open only to participants of the Smithfield Rewards Program (the "Program") who are legal residents of the fifty (50) United States and the District of Columbia and who are at least eighteen (18) years old at the time of entry. Employees of HelloWorld, Inc., Doner Company, and their parent and affiliate companies 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 a prize is contingent upon fulfilling all requirements set forth herein. Terms used but not defined herein shall have the meaning set forth in the Program Terms, located at Smithfield-rewards.com (the "Website").

**2. Sponsor:** Smithfield Foods Inc., 4225 Naperville Road, Lisle, IL 60532. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

**3. Timing:** The Sweepstakes begins on January 9, 2018 12:00 a.m. Eastern Time ("ET"), ends on or about March 31, 2018 11:59 p.m. ET (the "Promotion Period"), and consists of three (3) monthly entry periods (each a "Monthly Entry Period"), as well as a grand prize entry period (the "Grand Prize Entry Period") that coincides with the Promotion Period, as set forth below.

Entry Period	Start Date (at 12:00 a.m. ET, unless otherwise noted)	End Date (at 11:59 p.m. ET)	Postmark Date for Mail-in Method of Entry	Received Date for Mail- in Method of Entry	Approximate Draw Date/Winner Notification Date
<b>1 (January)</b>	January 9, 2018	January 31, 2018	February 1, 2018	February 7, 2018	February 12, 2018
<b>2 (February)</b>	February 1, 2018	February 28, 2018	March 1, 2018	March 7, 2018	March 12, 2018
<b>3 (March)</b>	March 1, 2018	March 31, 2018	April 1, 2018	April 7, 2018	April 10, 2018
<b>Grand Prize</b>	January 1, 2018	March 31, 2018	April 1, 2018	April 7, 2018	April 10, 2018

Administrator's computer is the official time-keeping device for the Sweepstakes.

#### 4. How to Enter:

- a. **Use Smithfield Rewards Points:** During the Promotion Period, login to your Smithfield Rewards Account. Follow the links and instructions to proceed to the Catalog. Locate the Sweepstakes item and follow the directions to redeem the specified number of Points for one (1) entry into the drawing.
- b. **Mail-in Method of Entry:** During the Promotion Period, to enter without redeeming Smithfield Rewards Points, you must first have created a Smithfield Rewards Account. Once you have created an Account, hand print your name, address, day and evening phone numbers, email address associated with your Smithfield Rewards Account, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to: to "Smithfield Sweepstakes," c/o HelloWorld, Inc., P.O. BOX 5046, Department 830257, Kalamazoo MI 49003-5046. **On the outside of the envelope, you must specify which prize pool you wish to enter. Use the prize names as outlined in Section 6 below.** You will receive one (1) entry into the applicable drawing. Limit: One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked and

received by the dates listed above in Section 3. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Also, regardless of method of entry, visit the Website and register for a Smithfield Rewards Account, during the Promotion Period. By doing so, you will receive one (1) entry into the Grand Prize Entry Period drawing. Those that have previously registered for a Smithfield Rewards Account, prior to January 5, 2018 are not eligible to receive an entry into the Grand Prize Entry Period drawing via registering for a Smithfield Rewards Account. Such entrants must participate via Method 4 (a) or Method 4 (b) in order to receive entries into the Grand Prize Entry Period drawing.

Limit: You may receive ten (10) entries per day, per prize, during the Promotion Period regardless of method of entry. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, 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 email address used to register will be deemed to be the entrant. 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. Each potential winner may be required to show proof of being an authorized account holder.

**5. Drawings:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received, for the applicable Entry Period, during the Promotion Period, on or around the dates listed above in Section 3. Non-winning entries will not carryover into subsequent Entry Period drawings. The potential winners will be notified by email, mail or phone. Except where prohibited, each potential winner of a prize valued at or above \$600 (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 ("Declaration") which must be received by Administrator, within seven (7) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information, within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits his/her prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable 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. Prizes will be fulfilled within approximately 8-10 weeks after the conclusion of the Sweepstakes.

**6. Prizes:** ONE (1) GRAND PRIZE: \$5,000 Amazon.com Gift Card. Restrictions apply, see [amazon.com/gc-legal](https://amazon.com/gc-legal). Approximate Retail Value ("ARV"): \$5,000.

ONE (1) ENTRY PERIOD 1 FIRST PRIZE: A one (1) year supply of Smithfield bacon awarded as 52 free product coupons that expire December 31, 2018. Each coupon will be for a free product (each up to an \$8.00 value) of any one (1) package of Bacon up to 24oz. ARV: \$364.

ONE (1) ENTRY PERIOD 1 SECOND PRIZE: A Yeti Tundra 45 Cooler. ARV: \$350.

ONE (1) ENTRY PERIOD 2 FIRST PRIZE: A one (1) year supply of Smithfield bacon awarded as 52 free product coupons that expire December 31, 2018. Each coupon will be for a free product (each up to an \$8.00 value) of any one (1) package of Bacon up to 24oz. ARV: \$364.

ONE (1) ENTRY PERIOD 3 FIRST PRIZE: A one (1) year supply of Smithfield bacon awarded as 52 free product coupons that expire December 31, 2018. Each coupon will be for a free product (each up to an \$8.00 value) of any one (1) package of Bacon up to 24oz. ARV: \$364.

For All Prizes: All prize details will be determined by Sponsor in its sole discretion. The actual value of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. Terms and conditions of gift cards apply. 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. Odds of winning a prize depend on the number of eligible entries received for each prize, during the applicable Entry Period, during the Promotion Period. Limit: There is no limit to the number of prizes an entrant may win.

**7. Release:** By receipt of any prize, winner agrees to release and hold harmless Sponsor, Administrator, Doner Company, 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 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, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, 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. 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. 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 Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <http://www.smithfield.com/privacy-policy/>.

**13. Winner List:** For a winner list, visit <http://bit.ly/2kRwQ9P>. The winner list will be posted after winner confirmation is complete.

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