



**NO PURCHASE NECESSARY. OPEN ONLY TO LEGAL U.S. RESIDENTS, RESIDING IN AK, AR, AZ, CA, CO, DC, DE, FL, HI, IA, ID, IL, IN, LA, MA, MD, ME, MT, ND, NE, NH, NJ, NM, NV, OR, PA, RI, SD, TX, UT, VA, VT, WA, or WY, 18 OR OVER. INTERNET ACCESS REQUIRED.**

- Promotion Period:** Unilever Summer Ice Cream Giveaway & Sweepstakes (the “**Promotion**”) begins at 12:00 p.m. Eastern Time (“**ET**”) on May 1, 2017 and ends at 11:59 p.m. ET on September 30, 2017 (the “**Promotion Period**”).
- How To Enter:** During the Promotion Period, you can enter the Promotion by visiting IceCreamRewards.com (the “**Site**”) and following the onscreen instructions to complete all required registration information, including selecting your preferred store (Albertsons , Safeway or a partner store) (the “**store**”), to receive one (1) Entry (the “**Entry**”) into the corresponding weekly Sweepstakes Drawing, as described below. Entries will not be carried forward for subsequent weekly Sweepstakes Drawings, if any. If you are one of the first 1,000 entrants during the Promotion Period to submit an Entry, you will be eligible to receive a \$5 gift card to the selected store, as described below. Limit one (1) Entry per person per day. For the purposes of this Sweepstakes, a “week” is defined as beginning at 12:00 a.m. ET each Sunday and ending at 11:59 p.m. ET each Saturday, except for the first week which begins at 12:00 p.m. ET on Monday, May 1, 2017 and ends at 11:59 p.m. ET on Saturday, May 13, 2017. Entries by script, macro or other automated means which subvert the Entry process are void. Normal Internet access and usage charges imposed by your on-line service will apply. Automated Entries, or those generated by script or bot are not eligible. All Entries must be complete to be eligible. All Entries become property of the Sponsor. The person uploading the Entry will be deemed the entrant (the “**Entrant**”). In the event of a dispute as to the identity of an Entrant, the Entrant will be deemed the name appearing on the Entry. The Entry must be complete to be eligible. Participation is subject to disqualification of all Entries, if multiple accounts are used by the same person. Normal Internet access and usage charges imposed by Entrants’ online service will apply.
- Eligibility:** Open to individual, legal U.S. residents, residing in AR, AZ, CA, CO, DC, DE, FL, HI, IA, ID, IL, IN, LA, MA, MD, ME, MT, ND, NE, NH, NJ, NM, NV, OR, PA, RI, SD, TX, UT, VA, VT, WA, or WY (“**Eligibility Area**”), 18 years of age and older as of date of Entry. Employees of Conopco, Inc., d/b/a Unilever (the “**Sponsor**”), Don Jagoda Associates, Inc., their respective affiliates, parents, subsidiaries, divisions, suppliers, distributors and advertising, promotional and judging agencies (collectively “**Sponsor and its Administrators**”) and their immediate family members and/or those living in the same household of each are not eligible to participate or win. Void outside the Eligibility Area and where prohibited and subject to all federal, state and local laws.
- Free Ice Cream Prize Recipient Determination:** During the Promotion Period, if you are one of the first 1,000 Entrants to complete your Entry, you will be eligible to receive free ice cream, awarded in the form of a \$5 store gift card (the “**Free Ice Cream Prize**”). Free Ice Cream Prize recipient determination will be made by Sponsor, whose decisions are final in all matters relating to the Promotion. Limit one (1) Free Ice Cream Prize per person. Odds of receiving a Free Ice Cream Prize depend on the time/date an eligible Entrant enters and the total number of eligible Entries received. All Free Ice Cream Prizes will be awarded provided a sufficient number of eligible Entries are received by the end of the Promotion Period.

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5. **Random Drawings:** One (1) Random Drawing Prize winner per week (21 total) will be randomly selected from all Entries received during the corresponding week. Drawings will be conducted on or about October 4, 2017. The random drawings will be conducted by Don Jagoda Associates, Inc. (the “**Administrator**”), an independent judging organization whose decisions are final on all matters relating to the Promotion. The odds of winning a Random Drawing Prize will depend on the number of eligible Entries received during the corresponding week.
6. **Random Drawing Prizes (21 total):** Free ice cream for a year, awarded in the form of a \$260 gift card to the selected store. Gift cards subject to restrictions and expiration dates may apply. Limit one (1) Random Drawing Prize per person.
7. **General Rules:** Random Drawing Prize winners will be notified via email and must confirm his/her mailing address and eligibility within five (5) days of notification attempt or prize will be forfeited and an alternate winner may be selected. Free Ice Cream Prizes will be delivered within 8-10 weeks after the conclusion of the Promotion to the mailing address provided at the time of winner verification. Return of prize as undeliverable may result in disqualification and alternate selection. Prizes are non-transferable and no substitutions (cash or otherwise) are allowed. Prizes may be substituted for any reason at the discretion of the Sponsor. Winners will be responsible for any other costs or expenses associated with the Prize, including payment of applicable taxes. Acceptance of prize constitutes permission to use winners’ names and likenesses for promotional purposes without further compensation except where prohibited by law. Winners, by accepting a prize and all Entrants, as a condition of Entry, agree, as applicable, to release and hold harmless Sponsor, its respective parent, subsidiaries, divisions, affiliates, suppliers, distributors and advertising, promotional and judging agencies and their respective officers, directors, shareholders, members, employees, agents, assigns, and all others associated with the development and execution of the Promotion, from and against any and all liability, claims or actions of any kind whatsoever, for injuries, death, damages, or losses to persons or property which may be sustained in connection with submitting an Entry or otherwise participating in any aspect of the Promotion, the receipt, ownership or use of prize awarded, or while preparing for, participating in or from any prize-related activity or for any typographical or other error in these Official Rules or the announcement or offering of the prizes. The Sponsor and its Administrators, Safeway Inc., and Albertsons, LLC. are not responsible if any prize cannot be awarded or Sweepstakes cannot run as planned due to cancellations, delays, or interruptions due to acts of god, acts of war, natural disasters, weather or terrorism. Further, Entrant agrees that legal action cannot be pursued as a result of such cancellations, delays, or interruptions. In case of dispute, Entries will be declared to be made by the authorized account holder of the e-mail address submitted at the time of Entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet Access provider, Online Service provider, or other organization (e.g., business, educational institution etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the Entry process or the operation of the Promotion; violates these Official Rules; acts in an unsportsmanlike or disruptive manner: or acts with intent to annoy, abuse, threaten or harass any other person. Sponsor and its Administrators are not responsible for technical, hardware or software malfunctions, telephone failures of any kind, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled or

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delayed electronic communications, whether caused by the sender, by any of the equipment or programming associated with or utilized in the Promotion which may limit the ability to participate, or by any human error which may occur in the processing of the Entries and administration of the Promotion. Sponsor reserves the right to cancel, terminate or modify the Promotion if it cannot be completed as planned for any reason, including infection by computer virus, bugs, tampering, unauthorized intervention, technical failures or corruption of any sort. In such event, Sponsor will award Random Drawing Prizes in a random drawing from among all eligible Entries received each week prior to cancellation and Free Ice Cream Prizes (up to 1,000) up until time of cancellation. As a condition of entering in the Promotion, Entrant (or parent/legal guardian if participant is a minor in his/her state of residence) agrees that: 1) under no circumstance will Entrant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential or any other damages, other than for out-of-pocket expenses; 2) all causes of action arising out of or connected with this Promotion, or prize awarded, shall be resolved individually, without resort to any form of class action; and 3) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees.

8. **Winners List:** For the names of the Random Drawing Prize winners, available after October 25, 2017, send a stamped, self-addressed envelope by November 25, 2017, to: Unilever Summer Ice Cream Giveaway & Sweepstakes - Winners, 100 Marcus Drive, Attn: VZ, Melville, NY 11747.
9. **Sponsor/Administrator:** The Sponsor of the Promotion is Conopco, Inc., d/b/a Unilever, 800 Sylvan Ave, Englewood Cliffs, NJ 07632. The Administrator of the Promotion is Don Jagoda Associates, Inc., 100 Marcus Drive, Melville, NY 11747.

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