

WILD OATS MISSION MONDAY SWEEPSTAKES-- Official Rules

NO PURCHASE OR DOWNLOAD NECESSARY TO ENTER OR WIN. CONTENT WILL NOT INFLUENCE YOUR CHANCES OF WINNING. SWEEPSTAKES IS OPEN ONLY TO U.S. CITIZENS, NON-U.S. CITIZENS VISITING THE UNITED STATES ON AN ELIGIBLE WORK OR STUDENT VISA, AGE 18 OR OLDER. Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules. Sweepstakes is sponsored by Wild Oats Foods, LLC, 4500 Westgrove Road, Suite 222, Addison, TX 75001 ("Wild Oats" or "Sponsor").

1. **Eligibility:** The Wild Oats Mission Monday Sweepstakes ("Sweepstakes") is open only to natural persons, age 18 and older as of the date of entry, who are U.S. citizens or non-U.S. citizens visiting the U.S. on an eligible work or student visa. Employees, independent contractors, officers and directors of Sponsor, its affiliates, subsidiaries, advertising promotion and fulfillment agencies, legal advisors, and the immediate family members and persons living in the same household of such persons, are not eligible to participate in the Sweepstakes. Void where prohibited by law.
2. **Timing:** The Sweepstakes will be offered each Monday during the months of June and July, 2014 ("Mission Mondays"), and begins at 9:00a.m. PST/12:00p.m. ET and ends 8:59p.m. PST/11:59p.m. ET each Mission Monday ("Entry Period").
3. **How to Enter:** Participants may enter the Sweepstakes by posting their answer as a comment to the Wild Oats Mission Monday question on the Wild Oats Facebook page during the Entry Period for that question. The Mission Monday question will be posted on the official Wild Oats Facebook page at approximately 9:00a.m. PST/12:00p.m. ET on each of the Mission Mondays. Participants that post as a comment to the original Mission Mondays post during the Entry Period will be entered for a chance to win the Wild Oats product gift basket introduced on the Mission Monday post announcing the mission. If you do not have a Facebook account, visit www.facebook.com to create one; accounts are free. Facebook's Terms of Service and Privacy Statement apply (<https://www.facebook.com/legal/terms>). Comments that do not conform to the instructions herein will not result in a Sweepstakes entry. **If you participate with a smart phone, message and data rates may apply and you should contact your wireless provider for pricing details.** Alternatively, you may enter by submitting your name, email address and telephone number to info@wildoats.com during the Entry Period. **LIMIT:** One (1) entry per person per Mission Monday, regardless of the method

of entry. Entries in excess of the limitation will be discarded. For information on Wild Oats Foods' Privacy Policy please go to: <http://wildoats.com/privacy-policy/>

Facebook, Inc. is not a sponsor of or affiliated with this Sweepstakes.

4. Winner Selection/Notification: A random drawing by a third-party will take place on each Thursday following a Mission Monday and one (1) potential winner will be drawn from all eligible entries received on the preceding Mission Monday from the Wild Oats Facebook page. Non-winning entries will not be carried over into any subsequent drawing(s). Odds of winning a prize are based on the number of eligible entries. You need not be present to win. Potential winners who enter via a Facebook comment will be notified via the original comment stream and via the Wild Oats blog page within approximately 24 hours of the drawing and will be required to contact the Sponsor via a direct message on Facebook within 48 hours of the notification to initiate the verification process. Potential winners who entered via email will be notified via email. Wild Oats Foods, LLC is not responsible for and shall not be held liable for late, lost, misdirected, or unsuccessful efforts to notify potential winners. Potential winners will be required to sign and return a liability release and/or declaration or affidavit of eligibility as a condition of receiving prize. If a selected winner fails to claim a prize or to complete and execute any declaration/affidavit or release as required within fourteen (14) calendar days of mailing of notification, the prize may be forfeited and an alternate winner selected. By accepting and/or using the prize, winner agrees to the use of the winner's name, voice or likeness for the purposes of trade, advertising, or promotion without further compensation unless prohibited by law.

6. One (1) Prize: A Wild Oats Marketplace themed product gift basket, as described in the Mission Monday post announcing the mission, approximate retail value: \$60.00 - \$140.00 including shipping for one prize. No alternative prize, cash equivalent, or other substitution is permitted except by Sponsor in the event of prize unavailability. Prize is nontransferable. All federal, state and/or local taxes are the sole responsibility of the winner.

7. General Terms and Conditions: Conduct of Sweepstakes and selection of winners are in Sponsor's sole discretion, and Sponsor's decisions are final and binding. By participating, entrants agree that Sponsor, its agents and representatives, and Sweepstakes Entities are not responsible for and shall not be liable for: (i) late, lost, delayed, damaged, misdirected, incomplete, illegible, or unintelligible entries; (ii) electronic, hardware or software program, network, Internet, or computer

malfunctions, failures, or difficulties of any kind; (iii) failed, incomplete, garbled, or delayed computer transmissions; (iv) any condition caused by events beyond the control of Sponsor that may cause the Sweepstakes to be disrupted or corrupted; (v) any printing or typographical errors in any materials associated with the Sweepstakes. Sponsor reserves the right, in its sole discretion, to suspend or cancel Sweepstakes at any time if a computer virus, bug, or other technical problem corrupts the administration, security, or proper play of the Sweepstakes. By participating in the Sweepstakes, each participant agrees to release and hold Sponsor, its shareholders, agents and representatives, and Sweepstakes Entities and Facebook, Inc., harmless from any and all losses, damages, rights, claims and actions of any kind in connection with or resulting from participation in the Sweepstakes, acceptance, possession, or use of any prize, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy. All issues and questions concerning the construction, validity, interpretation and enforceability of these official Rules, or the rights and obligations of participant and Sponsor in connection with Sweepstakes, shall be governed by, and construed in accordance with the laws of the State of Texas without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of Texas or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of Texas. To obtain a copy of these Official Rules, send a stamped, self-addressed envelope to: Official Rules, Wild Oats Mission Mondays Sweepstakes, c/o MSI, 200 E. Randolph Dr., Suite 5000, Chicago, IL 60601.

8. **Winners List:** To obtain a complete winners list, write to Winners List, Wild Oats Mission Mondays Sweepstakes, c/o MSI, 200 E. Randolph Dr., Suite 5000, Chicago, IL 60601, including a stamped, self-addressed envelope.