

## WILD OATS SCAVENGER HUNT SWEEPSTAKES

### Official Rules

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. CONTENT WILL NOT INFLUENCE YOUR CHANCES OF WINNING.

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 Scavenger Hunt 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, 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 begins at 9:00a.m. PT/12:00p.m. ET on October 9, 2014 and ends at 8:59:59p.m. PT/11:59:59p.m. ET on October 30, 2014 ("Entry Period"). The Sweepstakes consists of three weekly entry periods (each a "Week"), which being Thursday during the Entry Period and end the following Wednesday at 8:59:59p.m. PT/11:59:59p.m. ET.
3. How to Enter: You may enter the Sweepstakes each Week in one of four ways:
  - A. Via Facebook, by taking a picture of yourself trying out Wild Oats products at an in-store tasting demo at a participating Walmart (see [store locator](#) for demo locations and times), or of yourself with any Wild Oats product, then posting the photo to the Wild Oats Facebook page with a brief comment telling us what you think about the products ("Entry"). Your post must include the hashtags #Hunt4WildOats and #Sweeps to be a valid Entry. Facebook, Inc. is not a sponsor of or affiliated with this Sweepstakes.
  - B. Via Twitter, by taking a picture of yourself trying out Wild Oats products at an in-store tasting demo at a participating Walmart (see [store locator](#) for demo locations and times), or of yourself with any Wild Oats product, then tweeting the photo with a brief comment telling us what you think about the products

("Entry"). Your Tweet must include the hashtags #Hunt4WildOats and #Sweeps to be a valid Entry. Twitter, Inc. is not a sponsor of or affiliated with this Sweepstakes.

C. Via Instagram, by taking a picture of yourself trying out Wild Oats products at an in-store tasting demo at a participating Walmart (see [store locator](#) for demo locations and times), or of yourself with any Wild Oats product, then posting the photo to Instagram with a brief comment telling us what you think about the products ("Entry"). Your post must include the hashtags #Hunt4WildOats and #Sweeps to be a valid Entry. Instagram LLC is not a sponsor of or affiliated with this Sweepstakes.

D. Alternatively, you may enter by submitting your name, email address and telephone number to [info@wildoats.com](mailto:info@wildoats.com) during the Entry Period. LIMIT: One (1) entry per person per Week, regardless of the method of entry. **If you participate with a smart phone, message and data rates may apply; you should contact your wireless provider for pricing details.** For information on Wild Oats Foods' Privacy Policy please go to: <http://wildoats.com/privacy-policy/>

4. Winner Selection/Notification: A random drawing will be conducted within approximately 48 hours of the end of each Week to select one (1) potential Weekly Prize winner from all eligible entries received during the preceding Week. Non-winning entries will not be carried over into any subsequent Weekly Prize drawings. A random drawing will be conducted on or about October 31, 2014 to select one (1) potential Grand Prize winner from all eligible entries received during the entire Sweepstakes Period. Odds of winning a prize are based on the number of eligible entries for each drawing. 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 Twitter will be notified via a direct message on Twitter within approximately 24 hours of the drawing and will be required to contact the Sponsor via a direct message on Twitter within 48 hours of the notification to initiate the verification process. Potential winners who entered via Instagram will be notified via a direct message on Instagram within approximately 24 hours of the drawing and will be required to contact the Sponsor via a direct message on Instagram 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 may 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. Prizes: One (1) Grand Prize: a one year supply of Wild Oats Products and Merchandise, delivered in 4 quarterly shipments, total approximate retail value: \$300.00. Three (3) Weekly Prizes (one per Week): Wild Oats Products, approximate retail value: \$10.00. 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, Facebook, Inc., Twitter, Inc. and Instagram LLC 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.

8. **Winners List:** To obtain a complete winners list, mail a stamped, self-addressed envelope to: Winners List, Wild Oats Scavenger Hunt Sweepstakes, Wild Oats Foods, LLC, 4500 Westgrove Road, Suite 222, Addison, TX 75001.