



Truvia® #HealthierHolidays Baking Sweepstakes (Pin To Win Sweepstakes)

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. INTERNET AND FACEBOOK ACCESS IS REQUIRED TO ENTER.

1. ELIGIBILITY: The Truvia® #HealthierHolidays Baking Sweepstakes is offered and open only to legal residents of the fifty (50) United States and the District of Columbia (“United States”) who are 18 years of age or older and who currently reside in the United States at time of entry. Corporate employees, officers and directors of Cargill, Incorporated (“Sponsor”), RFBinder Partners (“Administrator”), Woobox (“Co-Administrator”) and their respective subsidiaries and affiliated companies, contractors and agents and any other individuals engaged in the development, production or distribution of materials for or the implementation of the Sweepstakes (collectively referred to herein as the “Sweepstakes Entities”), and the immediate family members (spouse, siblings, children and parents) and those living in the same household as such individuals (whether or not related) are not eligible to enter. Void where prohibited.

2. SWEEPSTAKES PERIOD: Phase 1 of the Sweepstakes starts on or about 9:00 am Eastern Time (“ET”) on November 8th, 2013 and ends at 11:59 pm ET on December 15th, 2013 (“Sweepstakes Period”). Participating markets is a national market consisting of the entire United States (the fifty (50) states and the District of Columbia). There will be one (1) overall drawing offered in the national market for the Sweepstakes Period (i.e. all United States markets). The drawing will include entries received during the five-week period from November 8th, 2013 through December 15th, 2013. For purposes of the Sweepstakes and Drawings, a week is defined as 12:00 am ET Monday through 11:59 pm ET Sunday (each week an “Entry Period”). All time referenced herein is Eastern Time. Co-Administrator’s (or its authorized representative’s) server’s clock is the official time keeping device for the Sweepstakes.

3. HOW TO ENTER: During the applicable Sweepstakes Period, entrants are required to: (i) access the Truvia® Sweepstakes Page at www.facebook.com/truvia, (ii) “like” the Truvia Facebook page, then (iii) enter your first and last name, email address, confirm email address, affirmatively agree to these complete official rules, then (iv) submit your entry (“Entry”). Failure to follow all steps or include all information will void the Entry. Entrants are encouraged to “pin” their favorite Truvia® holiday baking recipe and “follow” the Truvia® brand on Pinterest, however these steps are not required for entry. The order of these steps may vary. Upon entry, each entrant will receive a digital coupon valid for US\$1.50 off of a Truvia® product purchase. **Limit of one (1) entry per Facebook registration of an entrant per the Sweepstakes Period. Entrants are only eligible to receive one Truvia® discount coupon per initial entry to the Sweepstakes (i.e. a maximum of one (1) Truvia® discount coupons per Facebook registration during the entire Sweepstakes Period).** After entering, you will also be provided an ongoing opportunity to refer the Sweepstakes to people in your social network. If you don’t have Facebook access, you can become a member without charge by simply following the Facebook member instructions and accepting the terms and conditions of use. Once submitted, entry cannot be modified, deleted or cancelled. Entries become the property of Sponsor and will not be returned. Multiple participants are not permitted to share the same email address. Entrants may not enter with multiple e-mail addresses, identities, logins or registrations, nor may entrants use any other device or artifice to enter more than the stated permissible number of times. Any entrant who uses fraudulent entry methods, enters through a sweepstakes-entry service or similar methods, or otherwise attempts to participate more than hereby permitted will be disqualified and all entries by that entrant will be void. In case of dispute, entries will be declared 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.

Proof of submission of an entry shall not be deemed proof of receipt by the Administrator. Sweepstakes Entities assume no responsibility for lost, late, incomplete, inaccurate, stolen, misdirected or illegible entries; for any computer, telephone, cable network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; for garbled, corrupt or jumbled transmissions; for service provider, Internet, Web site or user net

accessibility or availability, hardware/software incompatibility, traffic congestion, unauthorized human intervention or any technical error; nor for the incorrect or inaccurate capture of entry or other information or for the failure to capture any such information. Only eligible entries received by Co-Administrator in accordance with these Official Rules will be considered. By entering, entrants agree, among other things, to receive future email communications regarding the Sweepstakes and Sponsor's advertising, promotional and marketing communications (you may opt out of the latter at any time without effect to your entry).

4. DRAWING/NOTIFICATION: On the Monday following the end of the Sweepstakes Period, a random drawing will be held by the Administrator from all eligible entries received during the respective Entry Period. Only the number of prizes stated herein will be awarded. In no event will Sweepstakes Entities be responsible for awarding more than the stated number of prizes.

The three (3) winners will be randomly chosen via the following steps: All entry data will be submitted into the Woobox platform during the Sweepstakes Period. Following the close of the Sweepstakes Period, all data will be selected as a group eligible for random selection. The "Random Entry" function will be used within the platform to select a winner using a randomizer algorithm. This process will be done one (1) time. The winner's information will be collected into a separate database and kept confidential until winners accept their prize.

The eligible potential winners will be notified using the e-mail address and/or Facebook message address (in Sponsor's discretion) provided at time of entry through access of Facebook registration information. In the event a potential winner cannot be reached or fails to respond as directed within three (3) business days (or as otherwise directed), prize will be forfeited. Administrator may, but without obligation, attempt prize award to an alternate potential winner. The potential prize winner may be required to complete, have notarized and return an Affidavit of Eligibility, Liability and, where legal, Publicity Release (the "Release Documents") within three (3) business days of notification.

In the event that technological, programming or other errors cause more than the stated number of prizes in any category, as indicated in these Official Rules, to be sent as notifications, distributed, claimed or received for any prize, Administrator reserves the right, at its sole discretion, to award only the stated number of prizes (in such prize category if applicable) by random drawing among all eligible claimants for the respective Drawing (in that prize category if applicable). Prize award is subject to verification of eligibility, and compliance with these Official Rules.

5. PRIZE(S)/ODDS: **Three (3)** Grand Prizes for the Sweepstakes Period: US\$600.00 baking gift set of Administrator's choosing, \$15.00 worth of Truvia® product, \$60.00 shipping. Approximate Retail Value ("ARV") of all potential prizes: USD\$1,075.00. The odds of winning depend on the number of eligible entries received during the applicable Entry Period or applicable phase of the Sweepstakes Period. An individual may only win one (1) Grand Prize in the Sweepstakes Period. No transfer, assignment or substitution of prize (in whole or in part) is permitted, except Administrator reserves the absolute right to substitute a prize of comparable value. Prizes are not redeemable for cash. The difference between the estimated ARV and actual value will not be awarded as cash, or otherwise. All federal, state and local taxes, if any, are the sole responsibility of the winner. The Grand Prize winner will be required to complete and submit an IRS Form W-9 with the winner's full Social Security Number or the equivalent. Failure to submit a complete W-9 or equivalent will result in forfeiture of the prize. Winnings of \$600.00 or more will be reported to the IRS. Any digital coupon is subject to the terms and conditions of issuer. Gift cards are not refundable or transferable, and may not be substituted or exchanged for cash or credit at any time, nor will gift cards be replaced if lost or stolen Any prize pictured in advertising or promotional materials is for illustrative purposes only and may not be the actual prize awarded. **Products awarded as prizes may not be sold, auctioned, bartered, assigned, exchanged, commercially transferred or donated, or otherwise placed into unauthorized commercial channels of distribution.**

Prizes are awarded "AS IS" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose and non-infringement.

6. GENERAL: By entering, entrants agree to abide by and be bound to these Official Rules and the decisions of Sweepstakes Entities, which are final and binding in all respects. The Administrator reserves the right to make changes in these Official Rules, including, without limitation, the substitution of a prize of equivalent value, which will become effective upon announcement. Failure to timely return or properly complete Release Documents, or if a potential winner/prize notification is ignored, undeliverable, untimely or otherwise not properly responded to within the time specified, or if a potential winner is or becomes ineligible or does not comply with these Official Rules, it

may result in prize forfeiture, and in such event an alternate potential winner may be selected from remaining eligible entries received for the respective Drawing or Grand Prize Drawing. Undeliverable, returned, unclaimed or un-awarded prizes will not be re-awarded. **BY PARTICIPATING, ENTRANTS AGREE TO RELEASE, DISCHARGE AND HOLD HARMLESS THE SWEEPSTAKES ENTITIES, THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, INDEPENDENT CONTRACTORS, REPRESENTATIVES AND AGENTS AND ALL OF THEIR SUCCESSORS AND ASSIGNS, FROM AND AGAINST ANY AND ALL ALLEGED OR ACTUAL CLAIMS, ACTIONS, DEMANDS, LOSSES, SETTLEMENTS (WHETHER OR NOT LITIGATION IS COMMENCED), LIABILITIES AND DAMAGES OF ANY KIND WHATSOEVER EXISTING NOW OR ARISING IN THE FUTURE (INCLUDING, WITHOUT LIMITATION, BODILY INJURY, PERSONAL INJURY, DEATH, DISABILITY AND PROPERTY DAMAGE OR LOSS), COSTS AND EXPENSES (INCLUDING, WITHOUT LIMITATION, REASONABLE ATTORNEYS' FEES, COURT COSTS, SETTLEMENT AND DISBURSEMENTS) DIRECTLY OR INDIRECTLY ARISING OUT OF THE DELIVERY, ACCEPTANCE, POSSESSION, USE OR MISUSE OF A PRIZE, PARTICIPATION IN ANY SWEEPSTAKES-RELATED ACTIVITY, ACCESS TO THE PROMOTIONAL SITES AND PAGES, AND/OR PARTICIPATION IN THIS SWEEPSTAKES, OR ANY ELEMENT THEREOF.** By entering and/or accepting a prize, entrants hereby irrevocably consent, where lawful, to the use by Sweepstakes Entities (and their authorized representatives) of their name, image, photographs, videotape, likeness, hometown name, biographical information and voice for publicity, trade, advertising and promotional purposes in all media now known or hereafter developed worldwide, and on the Internet and World Wide Web, without additional compensation, and without the right of review, notification or approval.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook or Pinterest. Entrants understand that they are providing information to Sponsor, Administrator and Co-Administrator and not to Facebook or Pinterest. The information provided will be used for purposes of this Sweepstakes and may be shared among Sponsor, Administrator and Co-Administrator, in accordance with their respective privacy policies available at [www.http://truvia.com/privacy-policy/](http://www.truvia.com/privacy-policy/), <http://woobox.com/privacy>

7. LIMITATIONS OF LIABILITY: Sweepstakes Entities, including Facebook, Inc. ("Facebook") and Pinterest are not responsible for any incorrect or inaccurate information, whether caused by Web site users, human error, tampering, hacking or by any of the equipment or programming associated with or utilized in the Sweepstakes or any element thereof and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft, destruction or inability to access or unauthorized access to a Sweepstakes Page and/or site. Any use of robotic, automatic, macro, programmed or like entry methods will void all such entries by such methods, and disqualify any entrant using such methods. If, for any reason, the Sweepstakes or any element thereof, in whole or in part, is not capable of running as planned by reason of, but not limited to, infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes which Administrator deems, in its sole opinion, could corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes or any element thereof, Administrator reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes and select the winner(s) at random from eligible, non-suspect entries received for the Sweepstakes prior to the action or as otherwise may be deemed fair and equitable by Administrator. Sweepstakes Entities shall not be liable to winner or any other person for failure to execute the Sweepstakes or any element thereof, or supply a prize, by reason of any act of God, any action(s), regulation(s) order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, cyber-attack, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot or any similar or dissimilar event beyond their reasonable control.

In no event will Sweepstakes Entities, including Facebook, or their respective officers, directors, employees, independent contractors, representatives or agents, be responsible or liable for any damages or losses of any kind, including direct, indirect, incidental, consequential or punitive damages arising out of your access to, and use of, any participating internet site(s), Facebook Page(s), Sweepstakes Page(s) or the downloading from and/or printing material downloaded from said site(s) or page(s). Without limiting the foregoing, everything on such participating sites is provided "AS IS" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose, and non-infringement. Some jurisdictions may not allow the limitations or exclusion of liability for incidental or consequential damages or exclusion of implied warranties.

Prizes may be mailed to the winners and winner assumes the risk of loss of the prize. The Sweepstakes Entities are not responsible for the safe arrival of a prize.

THIS SWEEPSTAKES IS GOVERNED BY THE LAWS OF THE UNITED STATES AND THE STATE OF NEW YORK WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Sweepstakes, participant agrees that any and all disputes that cannot be resolved between the parties and causes of action arising out of or connected with this Sweepstakes shall be resolved individually, without resort to any form of class action, and participant consents to the exclusive jurisdiction of the federal and state courts located in New York County.

8. WINNERS LIST: For a copy of these Official Rules, send a self-addressed stamped envelope for receipt by 1/31/2014 to “Truvia® #HealthierHolidays Baking Sweepstakes – Official Rules,” Attn: RF|Binder Partners, 950 Third Ave, 7th Floor, New York, NY 10022. For the name of the prize winner send a self-addressed stamped envelope for receipt by 11/1/2013 to the above address marked “Truvia® #HealthierHolidays Baking Sweepstakes – Winner List”. (VT residents may omit return postage.) The Official Rules and the Winner List (when completed) shall also be available during regular business hours at the main offices of the Administrator at the above address.

9. SPONSOR: Cargill, Incorporated, Cargill Office Center, P.O. Box 9300, Minneapolis, MN 55440.