

OFFICIAL RULES
NATURE'S TOUCH "FLAVOR ADVENTURE" CONTEST
3/20/17-5/31/17

**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR CLAIM PRIZE.
A PURCHASE OR PAYMENT WILL NOT IMPROVE YOUR CHANCES OF
WINNING.**

ELIGIBILITY: The Nature's Touch "Flavor Adventure" Contest (the "Contest") is open only to individual, legal U.S. residents of the States of NJ, NY, CT, DE, MD, PA, MA, RI, NH, ME and VT, who are eighteen (18) years of age and older as of date of entry. Employees, officers and representatives of Nature's Touch Frozen Foods LLC ("Sponsor"), Advantage Solutions d/b/a IN Marketing Services ("Administrator"), Albertsons, LLC, Wakefern Food Corporation, Big Y Foods, Inc. (collectively "Participating Retailers"), and each of their respective parent companies, affiliates, subsidiaries, advertising, fulfillment and marketing agencies, retail store locations and members of the immediate families (spouse, parent, grandparent, child, grandchild, sibling, and their respective spouses, regardless of where they reside) or households (whether related or not) of any of the above are not eligible to participate in the Contest. By participating, you agree to be bound by the Official Rules and the decisions of the Sponsor and Administrator, which are final and binding in all respects. Void outside the states of NJ, NY, CT, DE, MD, PA, MA, RI, NH, ME and VT and where prohibited by law. The Contest is subject to all applicable federal, state, and local laws and regulations.

TIMING: The Contest begins at 12:00:01 PM Eastern Time ("ET") on 3/20/17 and ends on 5/31/17 at 11:59:59 AM ET (the "Promotion Period").

TO ENTER: Entry through Instagram. To enter the Contest, you must have a "public" account on Instagram social media platform.

You may create an Instagram account by accessing Instagram at <http://instagram.com/grouper> and following the instructions and rules and terms to create an account for free. Information you provide to Instagram to open an account is subject to Instagram's privacy policy, located at <http://instagram.com/about/legal/privacy/>. This promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram.

Post an original photo of your Nature's Touch frozen organic fruit and/or vegetable-inspired prepared dish or beverage ("Photo") (no purchase necessary) to Instagram with the hashtag #FlavorAdventure tagging @NaturesTouchContest ("Entry") during the Promotion Period. If your Instagram account is set to "Private" your Entry will not be received. Photos must comply with the respective social media platform submission guidelines. Reposting the same photo Entry is not permitted. Each photo submitted as part of Contest Entry must be unique. *As set forth below, if you are selected as the Grand Prize winner, you will be required to submit an original written recipe in order to be verified as a winner.*

Limit one (1) Entry per person per day. Any attempt by any entrant to obtain more than one entry per day by using multiple/different social media accounts or any other methods will void all of that entrant's Entries, and that entrant may be disqualified from participation in the Contest, in the Sponsor's sole discretion. For the purposes of this Contest, a "day" begins at 12:00:01 p.m. ET and ends at 11:59:59 a.m. ET.

Individuals who do not follow all of the instructions, use the hashtag #FlavorAdventure, tag @NaturesTouchContest, and/or abide by these Official Rules or other instructions of Sponsor may be disqualified. Submission of an Entry grants Sponsor and its agents the right to publish, use, adapt, edit, and/or modify such Entry in any way, in any and all media, without limitation, and without consideration to the entrant as permitted by law. Photos must be unpublished, must be your original work, may not have been submitted in any other competition, been solely created by entrant for the purposes of entering this Contest, and cannot infringe upon any rights of any third party including but not limited to copyright, or other intellectual property rights, or rights of privacy or publicity. Sponsor reserves the right to disqualify and or report any Entry it deems to be inappropriate, offensive, or not in keeping with Sponsor's image, in its sole discretion. Any Entry that is deemed not to be original or is inappropriate for publication may be declared to be ineligible and/or the post may be deleted, at the Sponsor's sole discretion. Any entrant whose Entry includes likenesses of third parties or contains elements not owned by the entrant (such as, but not limited to, depictions of persons, buildings, trademarks or logos) must be able to provide legal releases for such use including Sponsor's use of such Photo, in a form satisfactory to Sponsor, upon request, prior to award of prize and/or naming of entrant as a potential winner.

Entries that are generated by a script, macro, or other automated means and/or otherwise not in compliance with these Official Rules will be disqualified. Automated methods of entry, including entry via third party websites or services, are prohibited. Posting by proxy on behalf of another individual is not permitted. Entrant understands and agrees that (I) Sponsor has wide access to ideas, stories, designs and other literary/artistic materials submitted to it from outside sources or being developed by its own employees and that such ideas/stories/designs/literary/artistic materials may be competitive with, similar to (or even identical to) the Photo submitted by entrant as part of his/her Online Entry and that Sponsor shall have no liability to entrant or any third party in conjunction therewith; and (II) Sponsor and its agencies do not have any duty of confidentiality or other fiduciary duty to entrant relative to a Photo submitted as part of his/her Contest Entry. Sponsor and Administrator are not responsible for (a) electronic transmissions or Entries that are lost, late, stolen, incomplete, damaged, garbled, destroyed, misdirected or not received by Sponsor or its agents for any reason; (b) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operations or transmission, communication failures, or human error that may occur in the transmission, receipt, or processing of entries, or for destruction of or unauthorized access to, or alteration of Entries; (c) failed or unavailable hardware, network, software, or telephone transmissions, damage to entrants' or any person's computer and/or its contents, or causes beyond Sponsor's or Administrator's reasonable control

that jeopardize the administration, security, fairness, integrity or proper conduct of this Contest; (d) incorrect or inaccurate entry information whether caused by entrants or by any of the equipment or programming associated with or utilized in the Contest; (e) any typographical or other error in any printing or advertising related to this Contest, in the administration or execution of the Contest, or in the announcement of the prize winners; or (f) cheating or fraud by any entrant. Sponsor is not responsible for any interruptions in phone service, unavailable network, server, Internet Service Provider (ISP), website, or other connections that may limit a person's ability to participate in the Contest. In the event of a dispute regarding Entries received from multiple users having used the same social media account, the authorized subscriber of the social media account at the time of entry will be deemed to be the entrant. Authorized account subscriber is the natural person who is assigned the account by Instagram. Incomplete or otherwise non-compliant Entries will be void. Standard data rates may apply if a mobile device is used for Contest entry. Check with your wireless service provider for details. Wireless service may not be available in all areas.

PHOTOS/ENTRIES REPRESENT SOLELY THE VIEWS/OPINIONS OF THE APPLICABLE ENTRANT AND DO NOT REFLECT THE VIEWS/OPINIONS OF SPONSOR IN ANY MANNER. SPONSOR IS MERELY REQUESTING PERSONS TO POST PHOTOS AND DISCLAIMS ANY AND ALL LIABILITY IN CONJUNCTION WITH SAME; THIS INCLUDES BUT IS NOT LIMITED TO LIABILITY FOR MONITORING/REVIEWING/MODERATING PHOTOS POSTED AND/OR RE-POSTED, AS THE CASE MAY BE, ON THE WEBSITE. SPONSOR WILL NOT EDIT OR MODIFY PHOTOS POSTED/RE-POSTED AS CONTEST ENTRIES.

JUDGING AND WINNER SELECTION: All qualified Contest Entries received will be judged by Administrator, whose decisions are final and binding in all judging matters relating to this Contest. Entries will be judged on the equally-weighted criteria as follows: 1) Original/Creative use of Nature's Touch organic fruit and/or vegetables, 2) How the prepared dish is likely to taste and 3) Technical quality of the Photo (e.g., clarity of image) (the "Judging Criteria").

The one (1) entrant whose Photo Entry receives the highest total score in each category will be declared the Grand Prize winner, subject to verification. The fifty (50) entrants whose Photos receive the next highest scores will be declared First Prize winners. The fifty (50) entrants whose Photos receive the next highest scores will be declared Second Prize winners. In the event of a tie for any spot, tied entries will be judged by an additional tie-breaking judge using the same Judging Criteria with the entrant whose Photo received the highest score being the winner.

Prize winners will be notified via Instagram by direct message to contact Sponsor or Sponsor's representative via email on or about 6/15/17. Winner must reply within 72 hours or they will be disqualified. Grand Prize Winner will be required to submit an original written recipe including at least one (1) Nature's Touch product and complete details on how to prepare the dish featured in the Nature's Touch inspired Contest Entry prior to being deemed confirmed Grand Prize winner. Recipe may be published and Sponsor shall

have rights to use recipe as supplied or Sponsor may modify recipe without additional compensation to entrant. If winner is unable to supply an original recipe as backup to the Contest Entry within 72 hours of the initial notification, winner may be disqualified and prize will be forfeited in its entirety and an alternate winner may be selected. Limit one (1) prize per person/household. Judges' and Sponsor's decisions are final and binding on all matters relating to this Contest.

All winners agree (and agree to confirm in writing if requested) that providing Photo and Recipe grants Sponsor and its agents the right to publish, use, adapt, edit and/or modify such Photo and Receipt in any way, in any and all media, without limitation, and without consideration to the winner.

PRIZES (“Prize(s)”): One (1) Grand Prize: a 7-night/8-day trip for winner and one (1) guest to winner's choice of Canada, Belgium or Chile which will be near a farm from which Nature's Touch sources its fruits and or vegetables (subject to Sponsor's approval in its sole discretion) (the “Trip”). Trip includes: round trip, coach air transportation for winner and one (1) guest from a major gateway airport near winner's home to a major airport closest to the above mentioned farm location in Canada, Belgium or Chile (as applicable), seven nights' hotel accommodations (1 standard room, double occupancy), 1-day visit to a farm from which Nature's Touch sources its ingredients (day is at Sponsor's discretion), rental car (eligible drivers only; excludes gas, tolls, parking, insurance, collision damage waiver and is subject to car rental terms & conditions), \$1,000.00 spending allowance (awarded in the form of a check or gift card), and air & hotel taxes. Based on destination winner chooses, rental car may be excluded and an allowance in lieu of rental car will be awarded. If winner fails to qualify for rental car for any reason, winner may receive an allowance for ground transportation (at Sponsor's discretion). Winner & guest responsible to supply passport/visa and must travel together on the same itinerary on dates as specified by Sponsor or prize may be forfeited in its entirety. Spending allowance will be awarded in the form of a prepaid debit card or check in US Dollars (at Sponsor's sole discretion); should Sponsor elect to award spending allowance as a debit card, Sponsor shall determine in its sole discretion the issuer of the debit card and the debit card will be subject to the terms and conditions of use as indicated thereon. **Travel must be completed by 9/1/18.** In the event the winner cannot travel to one of the available locations by the date designated by Sponsor, winner may be disqualified. Travel subject to availability, blackout dates, advanced notice requirements, and once booked, no changes will be permitted. Winner and guest will not receive frequent flyer miles, hotel stay award points or other “perks” in conjunction with prize Trip travel. Winner and guest must act appropriately during trip; and, if they fail to do so, the trip may be terminated and Sponsor will not have any further liability or obligation to the winner or guest. Visit to the respective farm and farm tour is subject to change is based on availability. Additional restrictions may apply. Approximate Retail Value (“ARV”): \$6,500.00. Actual value of trip may vary based on point of departure and airfare fluctuations. Any difference between the estimated ARV stated above and the actual value will not be awarded. Selection of the airline, departure and arrival airport, and hotel are solely within Sponsor's sole discretion.

Winner is solely responsible for any and all expenses and incidental travel costs not expressly stated in the prize description herein, including but not limited to, ground transportation, in-room charges (e.g., mini-bar, room service, telephone, movies, etc.), meals and beverages, gratuities, travel upgrades, baggage fees, and personal incidentals. Winner and guest will be required to provide a valid major credit card or some other acceptable form of payment, as determined in the hotel's sole discretion upon hotel check-in and all in-room charges, telephone calls, meals, beverages, hotel upgrades, amenities, personal incidentals and any other expenses charged to the winner's hotel room will be charged to that major valid credit card or deducted from the deposit provided. Travel is subject to terms and conditions set forth in these Official Rules and those set forth by selected travel providers, availability and other material restrictions may apply. Sponsor is not responsible for any fees or additional charges resulting from a winner's or guest's change to itinerary or accommodations. Sponsor shall not be responsible for any cancellations, delays, diversions or substitution or any act or omissions whatsoever by the air carriers, hotels or other transportation companies or any other persons providing any of these services and accommodations to passengers including any results thereof such as changes in services or accommodations necessitated by same. Sponsor shall not be liable for any loss or damage to baggage. All travel is subject to any and all restrictions instituted by the Department of Defense and/or Department of Homeland Security, as required. A minor may accompany winner as a travel guest only if the winner is the minor's parent or legal guardian. Minors must be accompanied at all times during trip (including, but not limited to, in-flight, hotel stay and all prize-related events) by minor's parent or legal guardian. Travel guests must sign and return a travel release before any ticketing of travel occurs. Once travel guests are selected, they may not be substituted, except in Sponsor's sole and absolute discretion. Airline tickets are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. All airline tickets are subject to flight variation, work stoppages, and schedule or route changes. Additional prize award details and travel information to be provided to the winner at the time of notification. Lost, stolen or damaged airline tickets, travel vouchers or certificates will not be replaced or exchanged.

Fifty (50) First Prizes: a \$100 gift card valid at participating Shaw's, ShopRite or Big Y stores (winner's choice). Use of retailer gift card is subject to the terms and conditions set by the issuer of the gift card. ARV: \$100.00 each. **Fifty (50) Second Prizes:** a NUTRIBULLET® fruit/vegetable nutrient extractor. ARV: \$76 each. Limit: one (1) prize per family/address/household. Allow 4-6 weeks for shipment of First and Second Prize after winner has been verified.

PRIZE RESTRICTIONS: No substitution, assignment, or transfer of Prize permitted by winner. Prize cannot be redeemed for cash, but Sponsor reserves the right to substitute a prize, or portion thereof, of comparable or greater value, at its sole discretion if an advertised Prize becomes unavailable for any reason. All federal, state, and local taxes and any other costs and expenses associated with the acceptance and use of any Prize not specified herein is the sole responsibility of each winner.

WINNER NOTIFICATION/VERIFICATION: Potential winners will be notified by a private direct message via the social media platform on which winner entered the Contest. Potential winners must respond to the initial notification within 72 hours with the requested contact information. Prize winners failure to respond with contact information within 72 hours or return of Prize notification or prize as undeliverable will result in disqualification. Sponsor is not responsible for any failure of a potential winner to receive notice of the direct message or for any change of Social Media accounts, mailing address, email address, and/or telephone number of entrants. Unclaimed or undeliverable Prize(s) may not be awarded.

GENERAL CONDITIONS/RELEASE: Acceptance of any Prize constitutes winner's agreement and permission for Sponsor and its agencies to use winner's name/likeness and limited biographical information for advertising and trade purposes in any and all media worldwide without limitation and without further notice or compensation, unless prohibited by law. Acceptance of a Prize further constitutes winner's acknowledgement that the Released Parties (as defined below) have neither made, nor are in any way responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Prize, including but not limited to its quality, mechanical condition or fitness for a particular purpose. By participating and/or accepting Prize (if applicable), Contest entrants agree (and agree to confirm in writing): (a) to be bound by these Official Rules and the decisions of the Sponsor and Administrator, which shall be final and binding in all respects; and (b) to release and forever discharge, hold harmless, and covenant not to sue Sponsor, Administrator, participating retailer(s), Instagram, LLC, and each of their respective parent companies, affiliates, subsidiaries, distributors, agents and promotion and advertising agencies, and the employees, directors, and officers of each of the foregoing entities (collectively, the "Released Parties"), from and against any and all claims, demands, damages, losses and liabilities, of any nature whatsoever, which they may now or hereafter assert, including but not limited to, claims for injury, death, damages, or illness arising out of or relating to or claimed to be arising out of or relating to participation in the Contest, Prize acceptance (if applicable), or the use or misuse of any Prize (if applicable) or participation in any Prize Trip-related activity (if applicable) including traveling to or preparing for any Prize-Trip related activity. Sponsor and its agents are not responsible for any printing or other errors in Contest related material. Sponsor reserves the right, in its sole discretion, to cancel, terminate, or suspend this Contest should causes beyond the control of Sponsor corrupt the administration, security, or proper play of the Contest. By entering, entrant agrees that: (a) any and all disputes, claims, and causes of action arising out of, or connected with, the Contest or any Prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the state of Virginia; (b) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest but in no event attorneys' fees; and (c) to the extent allowed by applicable law, 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.

DISPUTES: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of Virginia without giving effect to any choice of law or conflict of law rules (whether of Virginia or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the state of Virginia. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, the Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest-related materials and the terms and conditions of these Official Rules, the Official Rules shall prevail, govern, and control.

WINNERS LIST: For the names of the Prize winners, send an email to be received by 7/1/17 to: Winners@AdvantageSolutions.net and include the Contest Name in the subject line; "Nature's Touch Flavor Adventure Contest". Winners list will be sent after winners have been verified.

SPONSOR: This Contest is sponsored solely by Nature's Touch Frozen Foods LLC, 190 Toray Dr., Front Royal, VA 22630. Instagram LLC and NutriBullet, LLC are not a sponsors of or affiliated with this Contest in any way. NUTRIBULLET is a registered trademark of NutriBullet, LLC and is used with permission.

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