

**“Bar-S Bracket Challenge” Sweepstakes
Official Rules**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

Participation constitutes an entrant's ("Entrant" or "Entrants") full and unconditional agreement to and acceptance of these official rules, terms, and conditions (the "Official Rules"). "Bar-S Bracket Challenge" Sweepstakes (the "Sweepstakes") shall begin at 12:00 a.m., Eastern Time ("ET") February 28, 2017, and shall end at 11:59 p.m. ET on April 9, 2017 ("Sweepstakes Period"). The Sweepstakes is sponsored by Bar-S Foods Co. (the "Sponsor"), P.O. Box 29049, Phoenix, AZ 85038.

ELIGIBILITY: The "Bar-S Bracket Challenge" Sweepstakes is open to legal residents of the fifty (50) United States and the District of Columbia, who are the age of majority in his or her state or territory of residence on or before their submission of an Entry. Employees, officers, and representatives of the Sponsor, their parents, affiliates, subsidiaries, agents, advertising and promotion agencies and members of the immediate family (mothers, fathers, sons, daughters, and spouse, regardless of where they reside) and household members of each, whether or not related, are not eligible to participate in the Sweepstakes. Participation constitutes Entrant's full and unconditional agreement to and acceptance of these Official Rules. **Void in Puerto Rico and where prohibited by law.**

HOW TO ENTER: During the Sweepstakes Period eligible Entrants are invited to participate by visiting the Sponsor's Facebook page at www.facebook.com/BarSFoods (the "Website"). Once on the page the Entrant needs to look for a promotional post ("Promotional Post") made by the Sponsor that identifies it as a chance to win a prize. The Sponsor will post these Promotional Posts at various times during the Sweepstakes Period, and each Entrant must add their comment below the Promotional Post to receive one (1) Sweepstakes entry (an "Entry" or collectively as the "Entries"). Five (5) of these Promotional Posts will reference a "chance to win Bar-S swag" which by commenting will enter them into a drawing for a chance to win one of the five (5) first prize packages ("First Prize"). Seven (7) of these Promotional Posts will reference a "chance to win the grand prize" which by commenting will enter them into the grand prize drawing ("Grand Prize"). All Entrants must have an active Facebook account at the time of entry. Entrants can sign up for a free Facebook account at www.Facebook.com. Limit one (1) Sweepstakes entry per person, per Facebook profile per Promotional Post. Any Entrant who posts more than once on any individual Promotional Post may be disqualified in Sponsor's sole and absolute discretion. All Entries should adhere to Facebook's Guidelines and Terms of Service that are posted on Facebook. By submitting an Entry, each Entrant consents to receive from the Sponsor a comment on their post and, if applicable, a direct message notifying such Entrant that he/she is a potential Prize winner. Any Entrant found to be using multiple accounts to enter the Sweepstakes may be disqualified in Sponsor's sole and absolute discretion. In addition, Entrants must enter the Sweepstakes using a personally-registered Facebook account. Any Entrant found to be using the account of a group, company, or other association, may be disqualified in Sponsor's sole and absolute discretion.

ADDITIONAL ENTRY REQUIREMENTS/RESTRICTIONS: All Entries become the exclusive property of Sponsor and will not be acknowledged. In order to be eligible, Entries must actually be received by Sponsor during the Sweepstakes Period. Entries received before the start of the Sweepstakes Period or after the end of the Sweepstakes Period shall be discarded and deemed void. For purposes of this Sweepstakes, an Entry is "received" when the Website's servers record the Entry post information. Entrants who do not follow all of the instructions or do not abide by these Official Rules or other instructions of Sponsor

shall be disqualified in Sponsor's sole and absolute discretion. Entrants agree that their Entry becomes the property of Sponsor and that the Sponsor may use the content of the Entry for any proper purpose, including, without limitation, for Sponsor's advertising/promotional purposes. Any personally identifiable information collected during an Entrant's participation in this Sweepstakes will be collected by Sponsor and may be used by Sponsor, its respective affiliates, agents, and marketers for purposes of the proper administration and fulfillment of the Sweepstakes as described in these Official Rules. By participating in this Sweepstakes, Entrants agree to be bound by these Official Rules.

ENTRY GUIDELINES: The Entry should contain a comment that is relevant to the Sweepstakes theme. The Entry shall be considered ineligible if, in Sponsor's sole and absolute discretion, the Entry does not clearly follow the applicable Sweepstakes theme as outlined by the Sponsor on the Website. Any Entry that contains language or images that are, in Sponsor's sole and absolute discretion, in any way threatening, abusive, offensive, defamatory, invasive of another's privacy, in breach of confidence, embarrassing to any person, likely to deceive any person, hateful, blasphemous, pornographic, is racially, ethnically or otherwise objectionable, or which constitutes or encourages conduct that would be considered a criminal offense or otherwise contrary to any law, or appears contrary to the spirit of the Sweepstakes shall also be ineligible. Entries that do not conform to these Entry Guidelines contained in these Official Rules, in Sponsor's sole and absolute discretion, shall be disqualified. Sponsor reserves the right to reject or disqualify any entry which Sponsor, in its sole and absolute discretion, determines to be inconsistent with the spirit of the Sweepstakes or potentially damaging to the Sweepstakes, or another's image or reputation.

DRAWINGS AND NOTIFICATIONS: There will be a total of five (5) eligible First Prize Promotional Posts during the Sweepstakes Period. A random drawing will take place from all those Entries that commented on each eligible First Prize Promotional Post to determine the winner of that Promotional Post. Each drawing will take place approximately forty-eight (48) hours after each First Prize Promotional Post appears on the Website. On or about April 4, 2017, a random drawing of all eligible Entries from all seven (7) Grand Prize Promotional Posts will be conducted to determine the Grand Prize winner. All drawings will be conducted by an independent judging organization, whose decisions are final and binding in all matters relating to this Sweepstakes. The odds of winning a prize depend on the total number of eligible Entries received during the entire Sweepstakes Period. The potential winners will each be contacted by the Sponsor via a Facebook comment (the "Winning Notification") and instructed to direct message the Sponsor with their contact information. All winners must provide their name and mailing address to Sponsor within seven (7) calendar days of the Winning Notification in order to receive their Prize. Failure to do so shall result in a forfeiture of the Prize.

PRIZES: Five (5) First Prize winners will each receive a prize package that consists of all of the following: one (1) basketball stress ball, one (1) BBQ grill set, one (1) salt & pepper shaker set, one (1) recipe book and a \$1.00 coupon. Approximate Retail Value ("ARV") of each First Prize Package is \$17.02. One Grand Prize winner will receive \$5,085.10. Total Prize Pool ARV is \$5,233.10.

PRIZE CONDITIONS: By accepting a Prize, each winner agrees to indemnify and release the Sponsor from any and all liability whatsoever for any injuries, losses, expenses, or damages of any kind caused by, arising out of, or related to: (1) entering the Sweepstakes; (2) any Prize; or (3) acceptance, possession, or use/misuse of the Prize awarded. Prizes redeemed under the Sweepstakes are subject to applicable federal, state, and/or local taxes, the payment of which is solely the responsibility of winner. No substitution or transfer of Prize or election of cash in lieu of Prize shall be permitted. The Sponsor reserves the right at its sole and absolute discretion to substitute the Prizes with another prize of equal or greater value in the event that the Prize (or any component thereof) is not available. The

Grand Prize winner shall be required to sign an Affidavit of Eligibility and Liability/Publicity Release to be returned to Sponsor within seven (7) days of notification, or Prize may be forfeited and an alternate winner selected. Grand Prize winner shall also be required to disclose his/her social security number for the purpose of issuance of a 1099 Form for tax purposes. Payment of taxes resulting from Prizes is the sole responsibility of the Entrants and not Sponsor or any of its affiliates or agents. Sponsor is not responsible or liable for any Entrant's adverse tax consequences, penalties, and/or expenses due to Entrant's failure to accurately pay any taxes. If a potential winner fails to respond and provide his/her name, mailing address, and other requested information within seven (7) calendar days of the initial contact by the Sponsor, then such person shall be disqualified, and an alternate winner may be awarded the Prize at issue.

MODIFICATIONS: Sponsor reserves the right to modify the Sweepstakes, including, without limitation, the eligibility requirements, Prizes, the requirements to obtain such Prizes, and these Official Rules, at any time without prior notice. If Sponsor elects to provide notice, Sponsor may do so at its discretion via its website or its Facebook page. If any modification is unacceptable to Entrants, the Entrants' sole recourse is to withdraw from participation in the Sweepstakes. If an Entrant continues to participate in the Sweepstakes after a modification of these Official Rules, such continued participation shall constitute binding acceptance of the changes and that Entrant's consideration supporting any such modification. Any disputes arising in connection with any changes shall be governed by the Dispute Resolution clause applicable at the time the dispute arose. No oral modifications are permitted under these Official Rules, and Entrants agree not to rely upon any oral representations made at any time.

GENERAL: By accepting a Prize, where permitted by law, recipient grants to the Sponsor its parent, subsidiaries, affiliates, and related companies, and those acting pursuant to the authority of Sponsor (which grant shall be confirmed in writing upon Sponsor's request), the right to print, publish, broadcast, and use worldwide IN ALL MEDIA without limitation at any time the Prize recipient's full name, portrait, picture, voice, likeness, and/or biographical information for advertising, trade, and promotional purposes without further payment or additional consideration, and without review, approval, or notification. IN NO EVENT SHALL SPONSOR, ADVERTISING AND PROMOTION AGENCIES, DEALERS, DISTRIBUTORS, SUPPLIERS, AND PRIZE PROVIDERS, AND ALL OF THEIR RESPECTIVE PARENTS, SUBSIDIARIES, AFFILIATES, DIRECTORS, OFFICERS, EMPLOYEES, REPRESENTATIVES, AND AGENTS BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND (INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES) ARISING OUT OF OR RELATED IN ANY WAY TO PARTICIPATION IN THIS SWEEPSTAKES OR THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF, OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZES. By participating, Entrants release and agree to hold harmless the Sponsor, advertising and promotion agencies, dealers, distributors, suppliers, and Prize providers, and all of their respective parents, affiliates, subsidiaries, directors, officers, employees, representatives, and agents from any and all liability for any injuries, death or losses or damages to persons or property AS WELL AS CLAIMS/ACTIONS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY that may arise from participating in this Sweepstakes or its related activities or the acceptance, possession, use, or misuse of, or any harm resulting from, the acceptance, possession, use, or misuse of the Prize(s). **THESE LIMITATIONS OF LIABILITY SHALL APPLY TO ANY CLAIMS, WHETHER BASED IN TORT, CONTRACT, ANCILLARY OR INJUNCTIVE RELIEF, OR OTHER LEGAL THEORIES, AND WHETHER SPONSOR KNEW OR SHOULD HAVE KNOWN THE POSSIBILITY OF SUCH CLAIMS. NOTWITHSTANDING ANYTHING IN THESE OFFICIAL RULES, THE REMEDIES SET FORTH IN THESE OFFICIAL RULES SHALL APPLY EVEN IF SUCH REMEDIES FAIL THEIR ESSENTIAL PURPOSE.**

WINNER ACKNOWLEDGES THAT SPONSOR MAKES NO WARRANTIES AND SPECIFICALLY DISCLAIMS ALL WARRANTIES WITH RESPECT TO THE SWEEPSTAKES (INCLUDING, WITHOUT LIMITATION, ALL INFORMATION AND OTHER MATERIALS RELATED TO OR PROVIDED UNDER THE SWEEPSTAKES), EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTIES OR CONDITIONS OF MERCHANTABILITY, NON-INFRINGEMENT, AND FITNESS FOR A PARTICULAR PURPOSE. Sponsor shall not be in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any Prize.

INTERNET LIMITATIONS OF LIABILITY: If for any reason the Sweepstakes is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of the Sponsor, which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Sponsor reserves the right, in its sole and absolute discretion, to disqualify any individual who tampers with the Entry process, and to cancel, terminate, modify, or suspend the Sweepstakes in whole or in part, at any time, without notice, and award the Prizes using all non-suspect eligible Entries received or to cancel the Sweepstakes and award no Prizes at all. No responsibility is assumed for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft, destruction, unauthorized access to or alteration of entries, or for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or Entry to be received by Sponsor on account of technical problems, human error, or traffic congestion on the Internet at the Website, on Facebook, or at any other related website, or any combination thereof, including any injury or damage to Entrant's or any other person's computer relating to or resulting from participation in the Sweepstakes or downloading any materials in the Sweepstakes. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT IN ITS SOLE AND ABSOLUTE DISCRETION TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON (S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** In the event of a dispute as to the identity of a winner based on an e-mail address, the winning Entry shall be awarded to the authorized account holder of the e-mail address submitted at 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, on-line 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.

USE OF DATA: All information submitted by Entrants will be treated according to Sponsor's privacy policy, available at <https://www.bar-s.com/privacy-policy>. By participating in the Sweepstakes and providing your e-mail address, Entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's Privacy Policy.

INTELLECTUAL PROPERTY: All rights reserved. Bar-S Foods Co., the Bar-S logo, and any other logos and tag-lines are the intellectual property of Sponsor. All textual, graphical, or other content appearing on Website, unless otherwise noted, are and remain the property of Sponsor.

DISPUTE RESOLUTION: Except where expressly prohibited by law, any and all disputes, claims, and causes of action arising out of, connected with, or in any way related to the Sweepstakes or any Prize awarded shall be exclusively resolved individually, without resort to any form of class action, by a court of competent jurisdiction in Maricopa County,

Arizona. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, Entrants' rights and obligations, or the rights and obligations of Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Arizona, without giving effect to any choice of law or conflict of law rules (whether of the State of Arizona or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Arizona. By submitting an Entry in the Sweepstakes, ENTRANTS EXPRESSLY WAIVE THEIR RIGHT TO A JURY TRIAL FOR ANY ISSUES, CLAIMS, DEMANDS, OR CAUSES OF ACTION ARISING OUT OF, CONNECTED WITH, OR IN ANY WAY RELATED TO THE SWEEPSTAKES OR ANY PRIZE AWARDED.

WINNER LIST REQUESTS: To request confirmation of the name and address of the winners please refer to the Sponsor's website.

SPONSOR: Bar-S Foods Co., P.O. Box 29049, Phoenix, AZ 85038.

This promotion is in no way sponsored, endorsed, or administered by, or associated with Facebook. Entrants acknowledge that they are providing their personal information to Bar-S Foods Co. and not to Facebook.

Abbreviated Rules for Print (Do not need to post online)

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Must be legal resident of 50 United States (D.C.), 18 years or older or who are the age of majority in his or her state or territory at time of entry. Sweepstakes ends 4/9/17. For entry and official rules with complete eligibility, prize descriptions, and other details visit www.bar-s.com/bracket. Sponsored by Bar-S Foods Co. **Void where prohibited.**