

Sweet Summer Downloads Sweepstakes
Official Rules

NO PURCHASE NECESSARY. PURCHASE WILL NOT IMPROVE CHANCES OF WINNING.

ELIGIBILITY: The Sweet Summer Downloads Sweepstakes (“Sweepstakes”) begins on May 1, 2016 at 12:01 a.m. eastern time (“ET”) and ends on July 31, 2016 at 11:59 p.m. ET (“Promotion Period”). The Sweepstakes is open to legal residents of the 50 United States, the District of Columbia, and Puerto Rico that are at least 13 years old. Void where prohibited. Employees of Perfetti Van Melle USA, Inc., Erlanger, KY 41018-0190 (“Sponsor”), and its respective parent companies, subsidiaries, affiliates, advertising agencies, public relations agencies, prize suppliers, including any vendors providing services in connection with this Sweepstakes (collectively, the “Sponsor Affiliates”), and employees, agents, directors, officers (including members of their immediate family – i.e., spouse, mother, father, in-laws, grandmother, grandfather, brother, sister, children and grandchildren – or same household) of Sponsor or any Sponsor Affiliates are not eligible to participate.

TO ENTER: During the Promotion Period, you may enter the Sweepstakes in one or both of the following two ways:

1) *Redeem a Receipt via Text.* To enter using a receipt, complete the following steps during the Promotion Period:

- a. Purchase any two Mentos® product (including Mentos gum products) or any Airheads® product EXCLUDING individually sold .55 oz Airheads bars, and get a receipt that includes a description of the product purchased (a “Qualifying Receipt”). Keep your receipt.
- b. Then send a text message with the Keyword “Sweet” to 811-811. You will receive several text messages with instructions for how to submit your Qualifying Receipt. You will then be directed to register by going to sweetsummer.com, where you will be asked to complete the registration form. You must provide all requested information and all of the information you provide must be complete and accurate.

Upon completing the steps listed above and submitting your Qualifying receipt, you will receive one (1) entry into the Sweepstakes. By submitted an entry via text message, you agree to receive up to eleven (11) autodialed messages from Sponsor or its affiliates during the Promotion Period. Message and data rates may apply. Consent is not required to purchase. Text HELP to 811-811 for help and text STOP to 811-811 to stop. For the terms of our text-messaging program, go to sweetsummer.com.

2) *Without a Purchase.* Go to sweetsummer.com and follow the links and directions to complete and submit the registration form, including providing your email address and first and last name. Follow all links and instructions to enter without a receipt. Upon completion of these steps, you will receive one (1) entry into the Sweepstakes.

Limit one (1) entry per person, per day regardless of method of entry. Multiple entries by means of software-generated or other automated processes will be disregarded, and Sponsor will make this determination in its sole discretion. No mechanically reproduced entries of any kind permitted. Illegible and incomplete entries are void. Sponsor is not responsible for lost, late, mutilated, postage due, misdirected entries or entries not received regardless of cause. In the event of a dispute over who submitted an entry, the entry will be deemed to have been submitted by the authorized account holder of the e-mail account identified on the online entry form. The authorized account holder is deemed to be the natural person who is assigned to the e-mail address by the relevant entity responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Entries become the property of Sponsor and will not be returned.

PRIZE DRAWINGS: There will be fourteen (14) potential prize winners under this Sweepstakes.

Grand Prize: On or about August 1, 2016, one (1) potential Grand Prize winner will be selected by random drawing from among all eligible entries received during the Promotion Period.

Downloads Prizes: Beginning on May 10th, on each Tuesday of the Promotion Period, and the Tuesday following the Promotion Period (May 10, May 17, May 24, May 31, June 7, June 14, June 21, June 28, July 5, July 12, July

19, July 26 and August 2 respectively) one (1) potential Downloads Prize winner will be selected by Sponsor by random drawing from among all eligible entries received to date during the Promotion Period, excluding entries that were selected previously as potential winners of the Downloads Prize. A total of 13 (thirteen) Downloads Prizes winners will be selected.

Limit one prize per person (including, if applicable, household, email and/or phone number). Odds of winning will depend upon the number of eligible entries received.

PRIZES: Fourteen (14) Prizes total will be awarded under this Sweepstakes as follows.

Grand Prize: One (1) Grand Prize winner will, upon verification of eligibility and compliance with these official rules, receive one (1) twenty-five thousand dollar (\$25,000) check, made payable to the winner.

Downloads Prizes: Thirteen (13) Downloads Prize winners will, upon verification of eligibility and compliance with these official rules, each receive 15 credits worth \$1.29 each (for a prize value of \$19.35) to be redeemed for songs and other content at www.sweetsummer.com. Sweet Summer Download Digital Reward Terms and Conditions located at sweetsummer.com apply.

The approximate retail value of the Grand Prize is \$25,000. The approximate retail value of each Downloads Prize is \$19.35, and the approximate retail value of all Downloads Prizes is \$251.55. The total approximate retail value of all prizes to be awarded under this Sweepstakes is \$25,251.55.

Prizes are awarded "AS IS." Neither Sponsor nor Sponsor Affiliates make offer any warranty or guarantee, either express or implied (including, without limitation, quality, merchantability and fitness for a particular purpose) in connection with this Sweepstakes or any prize. Prize elements are subject to the terms of the issuers including, if applicable, blackout dates, restrictions, and expiration dates. Grand Prize winners may be required to present a credit card at time of car rental and/or hotel check-in. Grand Prize winner is responsible for obtaining any necessary insurance. All expenses and incidental travel costs not expressly stated in the prize package description above, including costs of meals, parking, gratuities, transportation to and from the rental location, incidentals, facility charges, personal charges at lodging, security fees, taxes, and all other expenses not specified above, are the sole responsibility of Grand Prize winner. Prize details and availability are subject to change, in which case a prize of equal value may be substituted at Sponsor's sole discretion. Prizes consist only of the items listed, are non-transferable, with no cash redemption or substitution except at Sponsor's sole discretion. Federal, state, or local taxes on prizes, if any, and any other costs, fees or expenses not listed above are the sole responsibility of each winner.

NOTIFICATION: Winner(s) will be notified by mail/email address, as determined solely by Sponsor within 5 business days of each drawing. To claim a prize, Sponsor may require winner(s) to complete, sign, and return Affidavit of Eligibility/Liability Release/Publicity Release forms, and other applicable documents, which may require a social security number, postmarked within ten (10) days of the date on the notification. If winner is a minor in his/her state of residence, the **prize will be awarded to the minor's parent or legal guardian** and the parent or legal guardian will be required to complete, sign and return the Affidavit of Eligibility and Liability and (where permitted) Publicity Release within the same time period. At Sponsor's discretion, winners may be required to produce picture or some other form of proper identification to claim any prize. Sponsor reserves the right to substitute any prize with prize of equal or greater value. If a potential winner cannot be contacted, fails to timely claim the prize, is disqualified, fails to timely execute and return any required forms, or if the prize notification is returned as undeliverable, an alternate winner may be selected from other potential winners and/or by random draw from all remaining eligible entries. If by reason or printing or other error, more prizes are claimed than the number of prizes set forth in these Official Rules, a random drawing will be held to award the advertised number of prizes in the relevant category. Under no circumstances will more than the advertised number of prizes be awarded.

PUBLICITY & MARKETING: Acceptance of any prize constitutes permission to the Sponsor to use winners' name, voice, statements, image and likeness for purposes of advertising and trade, in any medium, without further compensation or notice, unless prohibited by law. Submission of contact information in connection with this

Sweepstakes (whether or not required), including mailing address, phone number, and email address during entry constitutes permission for Sponsor to add entrant to Sponsor's customer database and to contact entrant in the future for promotional and other reasons. You may opt-out of receiving such communications as set forth in Sponsor's Privacy Policy (located at sweetsummer.com) or as provided within any such marketing materials (e.g., using the "Unsubscribe" feature provided in the footer of Sponsor's emails).

NO LIABILITY & INDEMNIFICATION: Sponsor and Sponsor Affiliates are not responsible for and entrants release each from any failures of any kind (whether caused by computer, technical, or human error) which may either limit the entrant's ability to submit an entry, claim a prize, or otherwise participate in this Sweepstakes, or Sponsor's ability to include all eligible entries, conduct random drawings, notify potential winners, or otherwise execute this Sweepstakes in the manner intended. Entrants further release and agree to indemnify Sponsor and Sponsor Affiliates from any and all liability, claims or actions of any kind whatsoever arising from injuries, damages, or losses to persons or property which may be sustained in connection with this Sweepstakes including, but not limited to: (a) the receipt, ownership or use of any prize awarded; (b) any travel or prize-related activity; (c) any typographical or other error in these Official Rules or any other materials disseminated by Sponsor; and (d) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with any equipment, systems, networks, lines, satellites, servers, computers, or providers used by an entrant or Sponsor.

OTHER TERMS: Decisions of Sponsor on all matters related to the Sweepstakes are final. Sponsor reserves the right to cancel or modify the Sweepstakes for any reason, including but not limited to, if fraud, misconduct or technical failures destroy the integrity of the Sweepstakes, or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the Sweepstakes as determined by Sponsor, in its sole discretion. Sponsor reserves the right to disqualify or prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation or with any provision in these Official Rules. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE OR UNDERMINE THE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL & CIVIL LAWS. SPONSOR RESERVES THE RIGHT TO DISQUALIFY AND/OR SEEK DAMAGES FROM ANY INDIVIDUAL MAKING ANY SUCH ATTEMPTS TO THE FULL EXTENT PERMITTED BY LAW.**

WINNER LIST: To obtain a list of winners (available after August 31, 2016 and pending confirmation of winners), send a self-addressed, stamped envelope (residents of Vermont may omit return postage) to: Attn: Bethany Ammons 3645 Turfway Rd PO. Box 18190 Erlanger KY 41017-01490 USA. Requests must be received by November 30, 2016.

SPONSOR: Perfetti Van Melle USA, Inc., Erlanger, KY 41018-0190.