



## OFFICIAL SWEEPSTAKES RULES, TERMS & CONDITIONS

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.

1. How to Enter: NO PURCHASE NECESSARY TO ENTER OR WIN. The Sweepstakes begins on May 1, 2015 at 12:01 a.m. Pacific Daylight Time ("PDT") and ends on June 1, 2015 11:59 p.m. PDT (The "Sweepstakes Period"). You may enter the "Crown Prince 2015 World Oceans Day Sweepstakes" (the "Sweepstakes") by visiting the official Sweepstakes Entry Page at <http://www.crownprince.com/ocean-sweepstakes.htm> (the "Website") and completing the online entry form ("Sweepstakes Entry Form"), by providing your name, address, phone number, and valid e-mail address. You must also submit an original recipe using one or more of our anchovy, kipper or sardine products. By entering the Sweepstakes, you affirm that you have read and accept these Official Sweepstakes Rules. You agree and acknowledge that you may be contacted by Crown Prince, Inc. via e-mail. You further agree and acknowledge that such e-mail communication shall not be considered to be unsolicited commercial e-mail or spam. Limit one entry per person, per unique recipe submission during the Sweepstakes Period. Entries that are submitted before or after the Sweepstakes Period will be disqualified. All entries become the property of Crown Prince, Inc. and will not be acknowledged or returned.

2. Eligibility: This Sweepstakes is open to legal residents of the United States who are at least eighteen (18) years old at the time of entry. Employees of Crown Prince, Inc. and their immediate families (spouse, parents, siblings, and children) and household members of each such employee are not eligible to enter or win. Each individual may win only one time; submissions from prior winners are ineligible and will be disregarded. This Sweepstakes is governed by U.S. law and is subject to all federal, state and local laws. Void where prohibited by law.

3. Prizes: Six (6) winners will each receive one (1) case (12-18 cans) of their choice of any Crown Prince Sardines, Anchovies, or Kipper Snacks. One hundred (100) randomly selected entrants will receive a \$1.00 coupon (good on any one can of Crown Prince Seafood) by mail. Prizes cannot be transferred, substituted or redeemed for cash except at the sole discretion of Crown Prince, Inc. All prizes will be awarded.

4. Drawing and Notification: On June 8, 2015, all winners will be drawn from an "enter to win" where Sweepstakes entrants (each an "Entrant", collectively "Entrants") fill out an online entry form that includes their full name, address, phone number and e-mail address. Entrants must also submit an original recipe using one or more of our anchovy, kipper, or sardine products. Winners (each a "Winner", collectively "Winners") are only drawn from completed and eligible entry forms. Winners will be selected randomly from all eligible entries. Winners will be notified by e-mail and will be required to complete, sign and submit a Declaration of Compliance within five (5) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential Winner cannot be contacted, or fails to submit the Declaration of Compliance within the required time period (if applicable), or prize is returned as undeliverable, potential Winner forfeits prize. If the potential Winner is at least 18 but still considered a minor in his/her jurisdiction of residence, Crown Prince, Inc. reserves the right to award the prize in the name of his/her parent or legal guardian, who will be required to sign the Declaration of Compliance on the potential Winner's behalf and fulfill any other requirements imposed on winner set forth herein. In the event that a potential Winner is disqualified for any reason, Crown Prince, Inc. will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. The names of the Winners may be posted on the Crown Prince Website and/or Facebook pages. Winners consent to the use of his/her name for advertising and promotional purposes, including online announcements, without additional compensation, except where prohibited by law. The odds of winning depend upon the number of eligible entries received. Prizes will be fulfilled approximately 8 weeks after the conclusion of the Sweepstakes.

5. General Conditions: If, in the opinion of Crown Prince, Inc., there is any suspected or actual evidence of electronic tampering with any portion of the Sweepstakes, or if computer virus, bugs, unauthorized intervention, fraud, or technical difficulties or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Sweepstakes, Crown Prince, Inc. reserves the right at their sole discretion to disqualify any individual who tampers with the entry process and void any entries submitted fraudulently, to modify or suspend the Sweepstakes, or to terminate the Sweepstakes and conduct a random drawing to award the prizes using all eligible, non-suspect entries received as of the termination date. Should the Sweepstakes be terminated prior to the stated expiration date, notice may be posted on the Website and Facebook Pages. In the event of a dispute as to the identity of any winner based on an e-mail address, the winning entry will be declared made by 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, online service provider, or other organization (i.e. business, educational, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Crown Prince, Inc. reserves the right to amend these Rules, Terms & Conditions at any time for any reason without prior notice. ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEBSITE, FACEBOOK PAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, CROWN PRINCE, INC. RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

6. Release of Liability: By entering this Sweepstakes, all Entrants agree to release and hold harmless Crown Prince, Inc., as well as the respective officers, directors, agents, employees and shareholders (the "Released Parties") and all others associated with the development and execution of this Sweepstakes and/or acceptance or use of the prizes and any related activities, including liability for personal injury, death, damages, or loss. The Released Parties and any and all Internet access provider(s) are not responsible for: any incorrect or inaccurate entry information; human error; technical malfunctions; failures, omission, interruption, deletion, or defect of any telephone network, computer online systems, computer equipment, server providers, or software, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in this Sweepstakes; inability to access the Website, the Facebook Page or the Sweepstakes Entry Form; theft, tampering, destruction, or unauthorized access to, or alteration of entries; transactions that are processed late or incorrectly or are incomplete or lost due to computer or electronic malfunction or traffic congestion on the Internet or at any website; printing or human errors. Entrant further agrees that in any cause of action, the Released Parties liability will be limited to the cost of entering and participating in the Sweepstakes, and in no event shall the entrant be entitled to receive attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

Additionally, Entrants agree to release and hold harmless Facebook from and against any claims arising out of or in conjunction with the Sweepstakes or receipt or use of any Prize. Further, Entrants acknowledge that this Sweepstakes is in no way sponsored by, endorsed by, administered by, or associated with Facebook.

7. Disputes: Except where prohibited, each Entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in California. 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 Crown Prince, Inc. in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of California, without giving effect to any choice of law or conflict of law rules, which would cause the application of the laws of any jurisdiction other than California.

8. Winners' List: You may obtain the names of the Winners by sending an e-mail to [sales@crow prince.com](mailto:sales@crow prince.com), with "Winners' List" in the subject line. You may also send a self-addressed, stamped envelope to: Crown Prince 2015 World Oceans Day Sweepstakes – Winners' List, P.O. Box 3568, City of Industry, CA 91744. Requests received after August 3, 2015 will not be honored.

9. Sponsor: Crown Prince, Inc.