

Wild Oats #WildOatsChat Twitter Sweepstakes -- Official Rules

NO PURCHASE OR DOWNLOAD NECESSARY TO ENTER OR WIN. CONTENT WILL NOT INFLUENCE YOUR CHANCES OF WINNING. SWEEPSTAKES IS OPEN ONLY TO U.S. CITIZENS, NON-U.S. CITIZENS VISITING THE UNITED STATES ON AN ELIGIBLE WORK OR STUDENT VISA, AGE 18 OR OLDER. Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules. Sweepstakes is sponsored by Wild Oats Foods, LLC, 4500 Westgrove Road, Suite 222, Addison, TX 75001 ("Wild Oats" or "Sponsor").

1. **Eligibility:** The Wild Oats #WildOatsChat Sweepstakes ("Sweepstakes") is open only to natural persons, age 18 and older as of the date of entry, who are U.S. citizens, or non-U.S. citizens visiting the U.S. on an eligible work or student visa. Employees, independent contractors, officers, and directors of Sponsor, its affiliates, subsidiaries, advertising promotion and fulfillment agencies, legal advisors, and the immediate family members and persons living in the same household of such persons, are not eligible to participate in the Sweepstakes. Void where prohibited by law.
2. **Timing:** Sweepstakes starts Tuesday, August 26, 2014 3:00 p.m. ET and ends Tuesday, August 26, 2014 4:00 p.m. ET, during @WildOats Live Twitter Chat with Tom Casey ("Promotion Period").
3. **How to Enter:** Participants may enter the Sweepstakes by joining @WildOats Live Twitter Conversation with Tom Casey and tweeting a question for him during the Promotion Period, 3:00 p.m. ET - 4:00 p.m. ET, using the hashtag #WildOatsChat. Participants that tweet a question for Tom Casey during the Promotion Period using the hashtag #WildOatsChat will be entered to for a chance to win a Wild Oats product prize pack. If you do not have a Twitter account, visit www.twitter.com to create one; accounts are free. Twitter's Terms of Service and Privacy Statement apply (<http://twitter.com/tos>). Tweets that do not conform to the instructions herein will not result in a Sweepstakes entry. **If you participate with a smart phone, message and data rates may apply and you should contact your wireless provider for pricing details.** Alternatively, you may enter by submitting your name, email address and telephone number to info@wildoats.com along with the hashtag #WildOatsChat during the Promotion Period. **LIMIT:** One (1) entry per person, regardless of the method of entry. Entries in excess of the limitation will be discarded. For information on Wild Oats Foods' Privacy Policy please go to: <http://wildoats.com/privacy-policy/>

Twitter, Inc. is not a sponsor of or affiliated with this Sweepstakes.

4. Winner Selection: A random drawing by a third party will take place on Tuesday, August 26, 2014 after 4 p.m. ET in Chicago, IL and three (3) potential winners will be drawn from all eligible entries received. Odds of winning a prize are based on the number of eligible entries received. Potential winners will be notified via a direct message on Twitter or by email by Friday, August, 29, 3 p.m. ET and must reply with the requested information for prize delivery within 24 hours or the prize will be forfeited.

Wild Oats is not responsible for and shall not be held liable for late, lost, misdirected, or unsuccessful efforts to notify potential winners. You need not be present to win

5. Three (3) Prizes: a Wild Oats product prize pack (4 products in each pack), approximate retail value: \$40 for each one, including shipping.

Prize packs could include but are not limited to the following prize packs:

- 2 jars of pasta sauce, 2 packs of pasta noodles, several spices
- Honey wheat pretzels, salsa, 1 bag of Tortilla chips, 2 applesauce
- Skillet meals (2), peanut butter, (2) applesauce

No alternative prize, cash equivalent, or other substitution is permitted except by Sponsor in the event of prize unavailability. Prize is nontransferable. All federal, state and/or local taxes are the sole responsibility of the winner.

6. General Terms and Conditions: Conduct of Sweepstakes and selection of winners are in Sponsor's sole discretion, and Sponsor's decisions are final and binding. By participating, entrants agree that Sponsor, its agents and representatives, and Sweepstakes Entities are not responsible for and shall not be liable for: (i) late, lost, delayed, damaged, misdirected, incomplete, illegible, or unintelligible entries; (ii) electronic, hardware or software program, network, Internet, or computer malfunctions, failures, or difficulties of any kind; (iii) failed, incomplete, garbled, or delayed computer transmissions; (iv) any condition caused by events beyond the control of Sponsor that may cause the Sweepstakes to be disrupted or corrupted; (v) any printing or typographical errors in any materials associated with the Sweepstakes. Sponsor reserves the right, in its sole discretion, to suspend or cancel Sweepstakes at any time if a computer virus, bug, or other technical problem corrupts the administration, security, or proper play of the Sweepstakes. By participating in the Sweepstakes, each participant agrees to release and hold Sponsor, its shareholders, agents and representatives, and Sweepstakes Entities and Twitter, Inc., harmless from any and all losses, damages, rights, claims and actions of any kind in connection with or resulting from participation in the Sweepstakes, acceptance, possession, or use of any

prize, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy. All issues and questions concerning the construction, validity, interpretation and enforceability of these official Rules, or the rights and obligations of participant and Sponsor in connection with Sweepstakes, shall be governed by, and construed in accordance with the laws of the State of Texas without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of Texas or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of Texas. To obtain a copy of these Official Rules, send a stamped, self-addressed envelope to: Official Rules, Wild Oats #WildOatsChat Twitter Sweepstakes, c/o MSI, 200 E. Randolph Dr., Suite 5000, Chicago, IL 60601.

7. **Winners List:** To obtain a complete winners list, write to Winners List, Wild Oats #WildOatsChat Twitter Sweepstakes, c/o MSI, 200 E. Randolph Dr., Suite 5000, Chicago, IL 60601 using a stamped, self-addressed envelope.