

Ocean Spray Superfruits Sweepstakes

OFFICIAL RULES:

NO PURCHASE NECESSARY TO ENTER TO WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

The Ocean Spray Superfruits Sweepstakes ("Sweepstakes") begins at 4:30:01 pm Eastern Standard Time ("EST") on May 8, 2009 and ends at 4:30:01 pm EST on August 20, 2009 ("Sweepstakes Period"). The Sweepstakes Period will be divided into three "Entry Periods" (as set forth in the chart below).

1. **HOW TO ENTER:** During the Entry Period, visit www.oceanspraysuperfruits.com and fully complete and submit the online entry form in accordance with the instructions provided. Entries must be received by the deadline specified in the below chart to be eligible for that Entry Period's drawing. **Limit one entry per person and per email address per day. Additional entries received from any person or e-mail address thereafter during any one (1) day will be void.** Released Parties (as defined below) are not responsible for lost, incomplete, late, delayed, garbled, incomplete, inaccurate, stolen or misdirected entries or email; lost entries or transmissions; any error, omission, interruption, defect or delay in transmission, interrupted or unavailable network, server or other connections; miscommunications, including inability to access Ocean Spray website or any other website associated with the Sweepstakes, failed computer hardware or software or technical failures; garbled, misrouted or scrambled transmissions; incomplete entries or communications; or other errors; printing, typographical or other errors appearing within these Official Rules, in any Sweepstakes-related advertisements or other materials; or other errors or problems of any kind whether mechanical, human, computer, electronic, mail or otherwise, including, without limitation, any errors or problems which may occur in connection with the administration of the Sweepstakes, the processing of entries or the announcement of a prize. Released Parties are not responsible for any problems or technical malfunction, including any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading any materials, information or software in connection with this Sweepstakes.

Sponsor reserves the right, in its sole discretion, to void any and all entries of an entrant who Sponsor believes has attempted to tamper with or impair the administration, security, fairness or proper play of this Sweepstakes. The use of automated or similar devices, including but not limited to entries submitted using any bot, macro, script, or sweepstakes service (or any other devices intended to automate any aspect of entry or subvert the entry) to enter this Sweepstakes is prohibited and entries through such devices are void.

2. **RANDOM DRAWINGS: Monthly Prize Winners:** For each Entry Period listed below, Five (5) potential Monthly Prize winners will be selected in individual random drawings from among all eligible entries received during said Entry Period (for a total of three (3) Monthly Prize Drawings). Odds of winning a Monthly Prize will depend on the number of eligible entries received for the applicable drawing. Limit one Monthly Prize per person, email address, family or household. Entries received during one (1) Entry Period will not carry forward to subsequent

Entry Periods but will be included in the Grand Prize drawing. Drawings will be conducted in accordance with the Entry Periods outlined below. Each Entry Period begins at 12:00:01AM ET and ends at 11:59:59PM ET on the specified start and end dates with the exception of May 8, 2009, which will begin at 4:30:01 pm EST and August 20, 2009, which will end at 4:30:01 pm EST:

Entry Period (“EP”)	Entry Dates	Monthly Winner Selection (Drawing) (on/about)
EP#1	5/8/09-6/15/09	7/15/09
EP#2	6/16/09-7/17/09	8/17/09
EP#3	7/18/09-8/20/09	9/18/09

Grand Prize Winner Selection: One (1) potential Grand Prize winner will be selected in a random drawing on or about September 18, 2009 from among all eligible entries received for the entire Sweepstakes Period. Odds of winning the Grand Prize will depend on the total number of eligible entries received for the entire Sweepstakes Period.

All prize drawings will be conducted by an independent judging organization whose decisions will be final and binding in all matters relating to this Sweepstakes.

3. Winner Notification: Potential winners will be notified within 10 business days after applicable drawing by email, telephone and/or mail. Prizes will be awarded to the person named on the applicable online entry form regardless of whether that is the name of the authorized account holder of the email address from which said online entry form was submitted (subject to verification of eligibility and the terms of these Official Rules).

4. PRIZES: GRAND PRIZE: One (1) Grand Prize winner will receive one (1) \$2,500 Visa Gift Certificate which may be used towards travel. Approximate Retail Value (“ARV”) of prize: \$2,500. Gift card is subject to terms and conditions set by issuer.

MONTHLY PRIZE (five (5) per Entry Period): Fifteen (15) Monthly Prize winners will each receive a Hamilton Beach 50233H Ensemble 10-Speed Blender, Red,. ARV: \$50. All prize details, including, without limitation, make/model of prizes, are at Sponsor’s sole discretion. Prize details are subject to change at Sponsor’s sole discretion. Prizes are awarded “as is” without warranty or guarantee either express or implied by Sponsor. Any and all warranties and/or guarantees (if any) shall be subject to the manufacturer’s terms therefore (each winner agrees to look solely to such manufacturer and/or dealer for any such warranty and/or guarantee, if any). Sponsor does not make any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any prize, including but not limited to its quality,

mechanical condition or fitness for a particular purpose. No transfer, assignment, cash redemption, or substitution of prizes except by Sponsor who reserves the right to substitute a prize (or applicable portion thereof) of comparable or greater value, at its sole discretion. Federal, state and local taxes and all other costs and expenses associated with prize acceptance and use not specified herein as being provided are winners' sole responsibility.

Total ARV of all prizes: \$3,250.

5. ELIGIBILITY: Sweepstakes is open to legal residents of the fifty (50) United States and the District of Columbia, eighteen (18) years of age or older as of May 8, 2009, except of employees of Ocean Spray Cranberries, Inc. ("Sponsor"), and their respective parents, affiliates, subsidiaries, and advertising and promotion agencies, including Project Support Team, Inc., and the immediate families (spouse and parents, children, siblings and their respective spouses, regardless of where they reside) and members of the same household of such employees, whether or not related. Void where prohibited. Sweepstakes is subject to all applicable federal, state and local laws.

6. VERIFICATION OF WINNERS AND DELIVERY OF PRIZES: Potential Grand Prize winner will be required to sign an affidavit of eligibility and liability/publicity release (unless prohibited) as a condition of receiving the prize and return same within ten (10) days of date of prize notification or prize will be forfeited and, at Sponsor's discretion, may be awarded to an alternate winner. Monthly Prizes will be shipped to the address provided on the online entry form within eight (8) weeks following applicable drawing. Non-compliance with any of the foregoing or with these Official Rules may result in disqualification and awarding of prize to an alternate winner for the drawing at issue, at Sponsor's sole discretion. If any prize or prize notification letter is returned as undeliverable or Sponsor is unable to otherwise contact a potential winner within a reasonable time period, winner may be disqualified and, at Sponsor's discretion, an alternate winner may be selected for the drawing at issue. By accepting a prize, winners agree that Sponsor and its designees may use (unless prohibited by law) such winner's name, voice, city/state of residence, photograph, and/or other visual likeness for advertising and/or trade purposes and/or for any other purpose in any media or format now or hereafter known worldwide in perpetuity without further compensation, permission or notification.

7. GENERAL: By participating in this Sweepstakes, each entrant: (i) accepts and agree to be bound by the conditions stated in these Official Rules, (ii) agrees to be bound by the decisions of the Sponsor and judges, which are final and binding in all matters, (iii) warrants that s/he is eligible to participate in this Sweepstakes, and (iv) agrees to release and hold harmless Sponsor, and its parent, affiliates, subsidiaries, retailers, and advertising and promotion agencies, including Project Support Team, Inc., and all their respective directors, employees, officers, shareholders, and agents (collectively, the "Released Parties"), from any and all liability, loss or damages arising from or in connection with the awarding, receipt, and/or use or misuse of prize or participation in the Sweepstakes, including liability of personal injury, damages, death or monetary loss. Sponsor, in its sole discretion, reserves the right to modify, suspend or terminate this Sweepstakes without notice should virus, bugs, non-authorized human intervention or other causes, including but not limited to war, strikes, and/or acts of God,

corrupt or impair the administration, security, fairness or proper play of this Sweepstakes (and, in the event of termination, at its discretion, select winner(s) for the drawings at issue from among eligible, non-suspect entries received for such drawing(s) as of the date of the event requiring such termination or suspension. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY SUCH INDIVIDUAL AND RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

8. **WINNERS LIST:** For the winners' names (available after October 19, 2009), send a stamped, self-addressed envelope for receipt by October 19, 2009 to: Ocean Spray Superfruits Sweepstakes Winners, P.O. Box 13106, Bridgeport, CT 06673-3106.

9. **SPONSOR:** Ocean Spray Cranberries, Inc., One Ocean Spray Dr., Middleboro-Lakeville, MA 12349.