

**Lance Little League Sweepstakes Program
Official Rules**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. Lance Little League Sweepstakes Program ("Promotion") begins at 12:00:01AM Pacific Standard Time ("PT") on May 1, 2016 and ends at 11:59:59PM PT on June 25, 2016 ("Promotion Period"). This Promotion contains a game of chance ("Sweepstakes"). *The computer clock of Sponsor is the official time-keeping device in the Promotion.*

- 1. ELIGIBILITY:** The Promotion is open only to legal residents of the 50 United States and the District of Columbia, who are at least 13 years of age or older at the time of Promotion registration. Employees, officers and directors of Snyder's Lance (the "Sponsor"), Snipp Interactive, Pinckney Hugo, Realtime Media LLC, and Little League Baseball, Incorporated, their respective parent companies, affiliates, subsidiaries, advertising, and fulfillment and marketing agencies, (collectively, "Promotion Parties") their immediate families (parent, child, sibling & spouse and their respective spouses, regardless of where they reside) and persons living in the same households as such individuals (whether related or not) are not eligible to participate in the Promotion. By participating in the Promotion, you release, discharge and hold harmless Promotion Parties, their respective parents, affiliates, subsidiaries, retailers, advertising and promotion agencies and the respective officers, directors, employees and agents of each of the foregoing, from any and all damages whether direct or indirect, which may be due to or arise out of participation in the Promotion or any portion thereof, or the acceptance, use/misuse or possession of any prize. By participating, you agree to these Official Rules and to the decisions of the judges and Sponsor, which are final and binding in all respects. Void outside the U.S. 50/D.C., elsewhere and where prohibited by law, rule or regulation. All federal, state and local laws and regulations apply.
- 2. HOW TO PARTICIPATE:** To participate with a purchase, purchase one (1) qualifying product* (listed below) at any retailer during the Promotion Period, then submit a photograph of your valid receipt of the qualified purchase via one of the three (3) methods below to register for the Promotion. All submissions of receipts must be received by Saturday, June 25, 2016 at 11:59:59PM PT to be eligible. Photo of receipt must clearly show the receipt in its entirety with the qualified item circled. Participants should keep their original receipt. Snipp Interactive reserves the right to require a participant to provide original receipt for verification purposes upon request. Upon successful validation, participants will earn one (1) entry into the Sweepstakes ("Sweepstakes Entry") for each receipt submitted in accordance with these Official Rules.

***Qualifying Products:**

Lance® Toastchee® - UPC:0-76410-90137-4
Lance® Nip Chee® - UPC: 0-76410-52131-2
Lance® Toasty™ UPC: 0-76410-90138-1
Lance® Nekot® UPC: 0-76410-90139-8
Lance® Lemon Nekot® UPC: 0-76410-90383-5
Lance® Choc-O Lunch® UPC: 0-76410-52137-4
Lance® Van-O Lunch® UPC: 0-76410-52138-1
Lance® Malt™ UPC: 0-76410-90140-7
Lance® Salted Peanuts UPC: 0-76410-52144-2
Lance® Honey Peanut Butter on Captain's Wafers® UPC: 0-76410-52146-6
Lance® Cream Cheese & Chives on Captain's Wafers® UPC: 0-76410-52260-9
Lance® Gold-N-Chees® UPC: 0-76410-19138-6
Lance® Grilled Cheese on Captain's Wafers® UPC: 0-76410-52593-8
Lance® Reduced Fat Toastchee® UPC: 0-76410- 52333-0
Lance® Whole Grain Cheddar Cheese 14x8 UPC: 0-76410-90373-6
Lance® Whole Grain Peanut Butter 14x8 UPC: 0-76410-90374-3
Lance® Captain's Wafers® Variety Pack UPC: 0-76410-90024-7
Lance® Variety Pack Sandwich Crackers – UPC: 0-76410-90142-8
Lance® Jalapeno Cheddar on Captain's Wafers® UPC: 0-76410-90098-8

Lance® Cheese Lovers Variety Pack UPC: 0-76410-90193-0
Lance® Toasty™ Cheddar UPC: 0-76410-90199-2
Lance® Toasty™ UPC: 0-76410-90162-6
Lance® Toastchee® UPC: 0-76410-90163-3
Lance® Malt™. UPC: 0-76410-90130-5
Lance® Neko™ UPC: 0-76410-901131-2
Lance® Nip Chee® UPC: 0-76410-90181-7
Lance® Cream Cheese and Chives on Captain's Wafers® UPC: 0-76410-90185-5
Lance® Honey Peanut Butter on Captain's Wafers® UPC: 0-76410-90184-8
Lance® Grilled Cheese on Captain's Wafers® UPC: 0-76410-90187-9
Lance® Jalapeno Cheddar on Captain's Wafers® UPC: 0-76410-90217-3
Lance® Lemon Neko™ UPC: 0-76410-90382-8
Lance® Quick Starts® Blueberry Muffin UPC: 0-76410-90307-1
Lance® Quick Starts® Maple French Toast UPC: 0-76410-90311-8
Lance® Quick Starts® Blueberry Muffin UPC: 0-76410-90308-8
Lance® Quick Starts® Cinnamon Roll UPC: 0-76410-90310-1
Lance® Quick Starts® Maple French Toast UPC: 0-76410-90312-5
Lance® Toastchee® Value Size 20ct 30 oz. UPC: 0-76410-90200-5
Lance® Toasty™ Value Size 20ct 26 oz. UPC: 0-76410-90201-2
Lance® BOLDS® Buffalo Ranch UPC: 0-76410-90392-7
Lance® BOLDS® Smokehouse Cheddar UPC: 0-76410- 90390-3
Lance® Movie Theater Butter Popcorn 3.5oz UPC: 0-7641009364-2
Lance® Hot Buffalo Wing Popcorn 3.5oz UPC: 0-7641090319-4
Lance® White Cheddar Popcorn 3.5oz UPC: 0-76410-01236-0
Lance® Salted Peanuts - UPC: 0-7641090061-2
Lance® Honey Toasted Peanuts UPC: 0-76410-90074-2
Lance® Hot & Spicy Peanuts - UPC: 0-7641090063-6
Lance® Mesquite BBQ Peanuts UPC: 0-7641090104-6
Lance® Ranch Peanuts UPC: 0-76410-90281-4
Lance® Jalapeno Cheddar Peanuts UPC: 0-76410-90283-8
Lance® Dill Pickle Peanuts UPC: 0-76410-90348-4
Lance® Chipotle Peanuts UPC: 0-76410-90350-7
Lance® Cashews UPC: 0-76410-90084-1
Lance® Sunflower Kernel UPC: 0-76410-09425-0
Lance® Sunflower Seeds- Roasted & Salted/In-Shell UPC: 0-76410-09426-7
Lance® Mesquite BBQ Sunflower Seeds (In-Shell)- UPC: 0-76410-90213-5
Lance® Salt & Vinegar Sunflower Seeds (In-Shell) UPC: 0-7641090215-9
Lance® Salted Peanuts UPC: 0-76410-90275-3
Lance® Hot & Spicy Peanuts UPC: 0-76410-90277-7
Lance® Honey Roasted Peanuts UPC: 0-76410-90279-1

Participants can submit the photos of their receipts using one of the three (3) methods detailed below:

- a. **TEXT MESSAGE:** Text "**LANCE**" to **811811** and submit a photo of your receipt during the Promotion Period. Participants will then receive a link to the registration form via text and must completely enter their true and correct information in the required fields (required fields include: Full Name, Full Mailing Address, E-mail Address and Phone Number). An eligible text and receipt received, and completed registration form during the Promotion Period will earn one (1) Sweepstakes Entry. Standard carrier charges apply. Contact your carrier for plan details and pricing. Entry via text-messaging may not be available via all wireless carriers. TEXT "Stop" to 811811 to opt-out of future text messages. Terms apply. By texting "**LANCE**" to 811811 you consent to receive up to 10 automated text messages to the phone number you provided from Snipp Interactive to Customer. Your consent to the above is not required to make a purchase. ***Carrier specific charges for text messages may apply, depending on your individual cellular pricing plan, in accordance with your cellular customer agreement. SMS may not be available for all service providers or for all handsets. Cellular phone carrier's instructions for***

text messaging may be different. Check your phone capabilities for specific instructions. The text message entry portion of this game works with most U.S cellular carriers and requires a two-way text messaging enabled cellular phone. Sponsor makes no guarantee that any particular wireless service provider will participate. Check with your service provider for details. By selecting to play via text messaging, you grant permission to the Sponsor to notify you via return text message and must agree to accept all applicable charges associated therewith. Wireless service providers may charge you for each text message, including any error message that is sent and received in connection with the Game, based on the applicable wireless service plan. You are responsible for all applicable fees and taxes associated with placing an SMS entry. Sponsor in its sole discretion may add or delete a cellular carrier at any time, without notice.

- b. ONLINE:** Upload a photo of your receipt at www.LanceAllStarSweepstakes.com and complete the registration form by entering your true and correct information in the required fields (required fields include: Full Name, Full Mailing Address, E-mail Address and Phone Number). An eligible receipt and registration received during the Promotion Period will earn One (1) Sweepstakes Entry.
- c. EMAIL:** Send an email that contains a photo of your receipt to redem@lanceallstarsweepstakes.com. After emailing your receipt, you will receive an email with a link to the registration form, which you must complete by entering your true and correct information in the required fields (required fields include: Full Name, Full Mailing Address, E-mail Address and Phone Number) and submit during the Promotion Period. An eligible receipt and registration received during the Promotion Period will earn One (1) Sweepstakes Entry.

ALTERNATE MEANS OF ENTRY: To enter the Sweepstakes without a purchase, hand-print your full name, full mailing address, email address, phone number, on a plain 3x5 inch paper. Mail your completed entry to Realtime Media, Attn: Lance Little League Sweepstakes Program, 200 Four Falls Corporate Center, Suite 100, Conshohocken, PA 19428. Each entry must be legibly handwritten and mailed separately in a hand-addressed, stamped envelope. No photocopied or mechanically reproduced entries will be accepted. No responsibility is assumed for lost, late, incomplete, illegible, misdirected or postage-due entries. No responsibility is assumed for (i) technical, electronic, telephone, hardware, software or network, computer or data transmission errors, malfunctions or difficulties of any kind or (ii) any incorrect data contained in any sweepstakes entry. Mail-in entries must be postmarked no later than June 25, 2016 and received by June 30, 2016 to be eligible. All entries become the property of Sponsor and will not be returned or acknowledged.

Limit one (1) Sweepstakes Entry per person, per email address, per day, throughout the Promotion Period, regardless of method of entry. You may not use the same receipt to submit additional entries on subsequent days. Each purchase entry must attach a photo of a different receipt. Each mailed entry must be mailed separately. Additional handwritten entries in the same envelope will be disqualified.

- 3. SWEEPSTAKES DRAWING/ODDS:** The Sweepstakes will consist of eight (8) individual Weekly Drawings (each a "Weekly Drawing"). Each Weekly Entry Period will begin at a specified time (each a "Weekly Entry Period Start Time") and will end at a specified time (each a "Weekly Entry Period End Time") as detailed in the chart below. Potential winners will be selected in an electronic, randomized drawing. The Weekly Drawing will be conducted on or around the weekly drawing date ("Weekly Drawing Date") specified in the chart below from among all eligible entries received during such Weekly Entry Period. Entries must be received before the end of the Weekly Entry Period to be eligible for the corresponding Weekly Drawing. All eligible non-winning entries from each Weekly Drawing will be rolled into the next Weekly Drawing. Odds of winning a Weekly Drawing depend on the number of eligible entries received as of the Weekly Entry Period End Time for each Weekly Entry Period.

On or about July 1, 2016, Sponsor will also randomly select two (2) Grand Prize winners and five (5) Second Prize winners (defined below) from among all eligible entries received during the entire

Promotion Period. Odds of winning a Grand Prize or Second Prize depend on the total number of eligible entries received during the entire Promotion Period.

Weekly Entry Period	Weekly Entry Period Start Time	Weekly Entry Period End Time	Weekly Drawing Date
1	5/1/16 at 12:00:01AM PT	5/7/16 at 11:59:59PM PT	5/9/16
2	5/8/16 at 12:00:00AM PT	5/14/16 at 11:59:59PM PT	5/16/16
3	5/15/16 at 12:00:00AM PT	5/21/16 at 11:59:59PM PT	5/23/16
4	5/22/16 at 12:00:00AM PT	5/28/16 at 11:59:59PM PT	5/30/16
5	5/29/16 at 12:00:00AM PT	6/4/16 at 11:59:59PM PT	6/6/16
6	6/5/16 at 12:00:00AM PT	6/11/16 at 11:59:59PM PT	6/13/16
7	6/12/16 at 12:00:00AM PT	6/18/16 at 11:59:59PM PT	6/20/16
8	6/19/16 at 12:00:00AM PT	6/25/16 at 11:59:59PM PT	7/1/16

4. **SWEEPSTAKES WINNER NOTIFICATION:** Grand and Second Potential Prize winners will receive prize notification via email and/or phone call, within three (3) days of the drawing date or as soon thereafter as reasonably practicable. Grand Prize and Second Prize Potential winners must sign and return an affidavit of eligibility and a liability/publicity release within seven (7) days of receipt in order to formally claim the prize. If a potential winner cannot be contacted by telephone after a reasonable number of attempts, or if a potential winner is determined to be ineligible, or if any e-mail notification is returned undeliverable, or if a potential winner fails to return the required documentation within the designated time period, or if the potential winner otherwise fails to fully comply with these Official Rules, he/she will forfeit that prize and an alternate winner will be selected from among all remaining eligible Entries for that drawing. If any winner is under the age of majority in his/her jurisdiction of residence, prize will be awarded in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on winners set forth herein including signing and returning any required affidavits.
5. **PRIZES/RESTRICTIONS:** There will be a total of Eight Hundred and Seven (807) Sweepstakes prizes awarded during the Promotion, as detailed below.

SWEEPSTAKES GRAND PRIZES (2): Two (2) Grand Prizes will be awarded, each consisting of:

- One (1) check in the amount of \$10,000.

The Approximate Retail Value (“ARV”) of each Grand Prize is \$10,000.

SWEEPSTAKES SECOND PRIZES (5): Five (5) Second Prizes will be awarded, each consisting of:

- One (1) Canon Camera and
- One (1) Canon Printer

The ARV of each Second Prize is \$350

SWEEPSTAKES WEEKLY PRIZES (800): A total of Eight Hundred (800) Weekly Sweepstakes Prizes, One Hundred (100) per week, will be awarded, each consisting of:

- One (1) Lance Lunch Box

The ARV of each Weekly Prize is \$5.50

Total ARV of ALL Promotion Prizes: \$26,150

PRIZE LIMITATIONS: Limit One (1) Weekly Prize and one (1) Grand or Second Prize per person/per household. If it is discovered during prize verification you have entered, attempted to enter, or used multiple accounts to enter more than the stated limit you will be disqualified at the discretion of the administrator. Entries generated by script, macro or other automated means, which subvert the entry process, are void. All Promotion Entries become the property of Sponsor and will not be acknowledged or returned. All Weekly Prizes will be delivered to the address supplied during registration within four (4) to six (6) weeks after Promotion has ended. All Second and Grand Prizes will be shipped to the address provided in the confirmation process within four to six weeks following confirmation. Promotion Parties are not responsible for late, lost, stolen, damaged, delayed, or undelivered prizes.

- 6. GENERAL PRIZE CONDITIONS:** Prize will only be awarded by Sponsor upon potential winners' verification of eligibility and final approval by Sponsor. Sponsor reserves the right to perform a detailed background check on the potential Grand Prize winner and by entering the Promotion, you hereby authorize Sponsor to perform the same in the event that you are selected as a potential winner. No prize substitution, cash equivalent of prizes, transfer or assignment of prizes is permitted, except by Sponsor which reserves the right to substitute a prize with one of comparable or greater value, in its sole discretion.
- 7. MISCELLANEOUS:** Promotion Parties are not responsible for late, lost, incomplete, corrupted, stolen, garbled, damaged, delayed, undelivered or misdirected Entries, all of which are void. All purchase Entries will be considered to be made by the authorized account holder of the e-mail address submitted in the registration form and he/she must comply with these Official Rules. The authorized account holder is deemed as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Mailed entries will be deemed made by the individual named in the entry. By entering the Promotion, you recognize and agree that the registration information provided by you will be made available to Sponsor; use of such information will be governed by Sponsor's Privacy Policy found at <http://www.snyderslance.com/TermsPrivacyFAQ#panel2>. Upon entering the Promotion, winners grant Sponsor the right to print, publish, broadcast, and use world-wide in any media now known or later developed, the winner's name, portrait, picture, voice, likeness, city and state of residence, and biographical information for any purpose, including but not limited to, in advertisements, publicity, and other communications, worldwide, in perpetuity, without additional compensation, notification or permission, except where prohibited by law. You agree to comply with these Official Rules and the decisions of the Sponsor and judges shall be binding and final.
- 8. RELEASE:** As a condition of entering the Promotion, you agree that (1) under no circumstances will you be permitted to obtain awards for, and you hereby waive all rights to claim punitive, incidental, consequential or any other damages, and any claims, judgments or awards shall be limited to actual out-of-pocket expenses; (2) all causes of action arising out of or connected with this Promotion, or any prizes awarded, shall be resolved individually, without resort to any form class action; and (3) in no event will you be entitled to receive attorneys' fees. BY ENTERING THE PROMOTION, YOU AGREE TO RELEASE, DISCHARGE AND HOLD HARMLESS PROMOTION PARTIES AND THE RESPECTIVE OFFICERS, DIRECTORS, AND AGENTS OF EACH, FROM ANY AND ALL LIABILITY FOR ANY INJURY, LOSS, OR DAMAGE OF ANY KIND TO PERSONS, INCLUDING DEATH, AND PROPERTY, WHETHER DIRECT OR INDIRECT, WHICH MAY BE DUE TO OR ARISE OUT OF PARTICIPATION IN THE PROMOTION OR ANY PORTION THEREOF, OR THE ACCEPTANCE, USE/MISUSE OR POSSESSION OF PRIZES, OR ANY PRIZE-RELATED TRAVEL OR ACTIVITY. YOU WAIVE ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.

- 9. DISCLAIMER:** Promotion Parties are not responsible for printing or typographical errors in these Official Rules or in any Promotion-related materials. Sponsor reserves the right, in its sole discretion, to disqualify any individual that tampers with the entry process. Sponsor also reserves the right to terminate, suspend, cancel or modify the Promotion and award the prizes for the Promotion from among all eligible, non-suspect entries received (i) as of the date of termination using the judging procedure outlined above or in a random drawing for the Sweepstakes if for any reason this Promotion is not capable of running as planned due to any reason, including infection by computer virus, bugs, tampering, fraud, unauthorized intervention, technical failures or other causes that may corrupt or impair the integrity, fairness or proper play of the Promotion. Promotion Parties are not responsible or liable for any events which may cause errors and/or the Promotion to be stopped, including but not limited to any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries, nor are they responsible for any problems or technical malfunction of any telephone, network or telephone lines, computer on-line systems, servers, or cable, satellite, or Internet Service Providers, computer equipment, software or any other failure of any email or Entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any web site, or any combination thereof, including any injury or damage to yours or any other person's computer relating to or resulting from participation in this Promotion or downloading any materials in this Promotion. Promotion Parties are not responsible for computer, mechanical, technical, electronic, network or other errors or problems, including any errors or problems that may occur in connection with the administration of the Promotion, the processing of Entries, or in any other Promotion-related materials. Promotion Parties may stop you from participating in this Promotion if you violate Official Rules or act, in Sponsor's sole discretion: (a) in a manner Sponsor determines to be not fair; (b) with an intent to annoy, threaten or harass any other entrant or the Sponsor; or (c) in any other disruptive manner. Should more prizes be awarded through a computer, hardware, or software malfunction, error or failure, or for any other reason, in any prize category, than are stated for that category in the Official Rules, Sponsor reserves the right to award only the number of prizes stated in the Official Rules for that category. In no event will more prizes be awarded than that listed in Rule 5.

CAUTION: ANY ACT OR ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, PROMOTION PARTIES RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL(S) TO THE FULLEST EXTENT PERMITTED BY LAW.

- 10. CHOICE OF LAW AND JURISDICTION:** Except where prohibited, all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of entrants or winners, Sponsor, and administrator in connection with this Promotion, shall be governed by, and construed in accordance with, the laws of the State of North Carolina, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of North Carolina or any other jurisdiction), which might otherwise cause the application of the laws of any jurisdiction other than the State of North Carolina. Any action seeking legal or equitable relief arising out of or relating to the Promotion or these Official Rules shall be brought only in the courts of the State of North Carolina. You hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non-convenience or lack of personal jurisdiction they may have.
- 11. TAX INFORMATION:** All federal, state, local, and other taxes on prizes and any other costs and expenses associated with prize acceptance and use not specified herein as being provided, are the sole responsibility of the applicable winner. A 1099 tax form (preceded by a W9 Form) will be issued to both of the Grand Prize Winners.
- 12. WINNERS LIST:** To receive the list of winners of prizes, send a #10 self-addressed stamped envelope for receipt by July 15, 2016 to: Lance Little League Sweepstakes Program Winners List Request, c/o Realtime Media, 200 Four Falls Corporate Center, Suite 100, Conshohocken, PA 19428. Allow six to

eight weeks following the request or following the close of the Promotion Period, whichever is later, for delivery of list.

SPONSOR: S-L Snacks National, LLC, 13515 Ballantyne Corporate Place, Charlotte, NC 28277

ADMINISTRATOR: Realtime Media LLC, 200 Four Falls Corporate Center, Suite 100, Conshohocken, PA 19428