

CRAZY FOR COCONUT HAWAII VACATION GIVEAWAY

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING.

OPEN ONLY TO ELIGIBLE LEGAL RESIDENTS OF THE 50 UNITED STATES, THE DISTRICT OF COLUMBIA, AND PUERTO RICO WHO ARE AT LEAST 18 YEARS OLD AT THE TIME OF ENTRY.

VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

The Crazy for Coconut Hawaii Vacation Giveaway ("Promotion") is sponsored by Nature's Way Products, LLC ("Sponsor"), 825 Challenger Drive, Green Bay, WI 54311, and is administered by Prize Logic, LLC ("Administrator"), 25200 Telegraph Road, Suite 405, Southfield, MI 48033.

- 1. PROMOTION TIMING:** The Promotion begins at 12:00 PM (noon) Eastern Time ("ET") on May 1, 2014 and ends at 11:59:59 PM ET on July 31, 2014 ("Promotion Period"). The Promotion consists of an "Instant Win Game", and "Sweepstakes". The Administrator's computer is the Promotion's official clock.
- 2. ELIGIBILITY:** The Promotion is offered only to legal residents of the 50 United States, the District of Columbia, and Puerto Rico who are at least 18 years of age at the time of entry. Employees, officers, directors, representatives, and agents of Sponsor, Administrator, and each of their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies (collectively, "Promotion Entities") and each of their immediate family members (e.g., spouse, parent, child, sibling, and their respective spouses and the "steps" of each, regardless of where they reside) and persons living in the same household of each, whether or not related, are not eligible to enter or win. This Promotion is void in all United States territories and possessions other than the fifty United States, overseas military installations, and wherever else it is prohibited or restricted by law. All federal, state, and local laws apply.

Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor and Administrator's decisions and interpretations, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. If an entrant participates via a mobile device, Message and Data Rates may apply. Not all cellular phone providers carry the service necessary to participate in this Promotion through a mobile device. Please check your mobile device's capabilities for specific web enabled browsing instructions and pricing plans. All entries become the sole and exclusive property of the Sponsor and receipt of entries will not be acknowledged or returned. For purposes of the Promotion, an Entrant's residential address and e-mail address will be the physical address and e-mail address submitted at the time of entry. Entrants will not be allowed to change their physical address or e-mail address.

- 3. HOW TO PLAY THE INSTANT WIN GAME AND OBTAIN BONUS GAME PLAYS:** During the Promotion Period, an eligible entrant must log on to Hawaii.NaturesWay.com ("Website") and enter his/her valid e-mail address. If it is the entrant's first visit to the Website, then he/she must complete and submit the registration form by providing the information requested by Sponsor including, but not limited to: complete first and last name (initials are not permitted), street address (P.O. Boxes are not permitted), city, state, ZIP Code, date of birth, and phone number. The entrant will be directed to play an instant win game ("Game Play"). After completing a Game Play, the entrant will

receive notification on the Website screen as to whether he/she is a potential instant winner ("Instant Win Notification"). Sponsor will notify the potential instant winners via e-mail at the e-mail address provided when registering for the Promotion. Each entrant who receives an Instant Win Notification stating that he/she is a winner will be deemed a potential instant winner pending confirmation and verification of the entrant's eligibility and compliance with these Official Rules, as determined by Sponsor in its sole discretion. Each day thereafter, an entrant may return to the Website and enter his/her valid e-mail address to obtain one (1) Game Play.

In addition to the entry method described above, an entrant may obtain additional bonus Game Plays by following the prompts on the Website to:

- i. Opt-in to receive marketing e-mails from the Sponsor to obtain one (1) additional Game Play during the entire Promotion Period. Note: entrants who obtain additional Game Plays via this method may unsubscribe from marketing e-mails at any time by clicking the "unsubscribe" link included in the bottom of the e-mail.
- ii. Watch an approximately 90-second product video to obtain one (1) additional Game Play during the entire Promotion Period.
- iii. Answer a preference question to obtain one (1) additional Game Play during the entire Promotion Period.

There is a total limit of up to one (1) Game Play per day for visiting the Website and up to three (3) bonus Game Plays throughout the entire Promotion Period. A "day" is defined as starting at 12:00 AM (midnight) ET and ending at 11:59:59 PM ET on a calendar day during the Promotion Period, except on May 1, 2014 when a day is defined as starting at 12:00 PM (noon) ET and ending at 11:59:59 PM ET. In the event of a dispute as to the identity of any entrant, the authorized account holder, as that term is defined in Section 12, of the e-mail address used at the time of winning will be deemed to be the entrant.

In the event that a household enters the Promotion using more than five (5) unique e-mail addresses, all of the Game Plays associated with that household (determined by Sponsor or Administrator in their sole discretion) may be disqualified. An entrant is limited to winning a total of one (1) instant prize during the entire Promotion Period. An entrant may win both one instant prize and the Grand Prize.

4. HOW TO ENTER THE SWEEPSTAKES, OBTAIN BONUS SWEEPSTAKES ENTRIES, AND PARTICIPATE IN THE PRIZE BUILDER: Upon completion of any Game Play, entrant will automatically receive one (1) entry into the Sweepstakes. Additionally, an entrant may complete the following activities to obtain bonus Sweepstakes entries:

- A. Share the Promotion via Facebook or Twitter as set forth below to obtain up to five (5) bonus Sweepstakes entries in total – one (1) per friend referred – during the entire Promotion Period. To obtain up to five (5) bonus Sweepstakes entries, an entrant must follow the on-screen instructions to invite other people to participate in the Promotion through posts on the entrant's selected Facebook and/or Twitter accounts ("Invitation Post"). An entrant will receive one (1) bonus Sweepstakes entry for a person that clicks on the link in his/her Invitation Post and successfully registers for the Sweepstakes, up to five (5) total bonus Sweepstakes entries. This Promotion is in no way sponsored, endorsed or administered by, or associated with Facebook or Twitter.
- B. Submit up to five (5) recipes, to obtain up to five (5) bonus Sweepstakes entries, as described below, during the entire Promotion Period, **and** to qualify for \$2,000 to be

added to the Grand Prize (“Prize Builder”). To obtain one (1) bonus Sweepstakes entry and participate in the Prize Builder, the entrant must follow the links on the Website to submit an original recipe not to exceed 2,000 characters that includes Coconut Oil and a title not to exceed 100 characters (collectively, the “Recipe”). Then entrant may include an optional original photograph of the completed Recipe (“Photo”). The Recipe must include the number of serving that the Recipe yields, a complete list of ingredients with measurements in order of use, step-by-step preparation instructions, and cooking directions.

There is a limit of submitting up to five (5) Recipes per entrant during the Promotion Period. By submitting a Recipe and optional Photo, if any, each entrant agrees that his/her entry complies with these Official Rules, including the Recipe Guidelines and Requirements set forth below.

By submitting a Recipe and optional Photo, if any, each entrant warrants and represents the following with respect to his/her Recipe and Photo (if any): (a) the Photo, if any, is 100% original and entrant’s own creation; (b) the Recipe and Photo, if any, will not infringe on any rights of any third parties; and (c) that entrant has not and will not take any action that interferes with the rights granted to Sponsor under these Official Rules. By submitting a Recipe and optional Photo (if any), entrant hereby grants permission for the Recipe and any Photo, the entrant’s first name, last initial, city, and state to be posted in a viewing gallery on the Website, on the Sponsor’s website, or other website for public view.

Recipe Guidelines and Requirements: Each Recipe and/or Photo (if any):

- i. Must be in English;
- ii. Must include an ingredient list, including measurements, and complete preparation directions and cooking instructions;
- iii. Photo, if any, must be in one of the following file formats: .jpeg, .gif, or .png;
- iv. Photo file, if any, must not exceed 3 MB;
- v. Title will be limited to 100 characters;
- vi. Recipe will be limited to 2,000 characters;
- vii. Photo, if any, must be the original work of the entrant (not copied, adapted, or reproduced from any other source and not a collaboration with any other person) and must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity, trade secret(s) or intellectual property rights, including copyright infringement, or legal or moral rights of any third party, living or deceased (e.g., names, logos, symbols, slogans, Submissions that belong to others, Entries of other people, quotes from other people, or parodies of other people);
- viii. Photo, if any, must not have been submitted previously in a promotion of any kind and has not been displayed or distributed previously in any media;
- ix. No watermarks, signatures, trademark notices, patent notices or copyright notices may be added to any Recipe or Photo;
- x. Must not feature any persons other than the entrant. No other persons may appear in a Photo;
- xi. Must not disparage Sponsor, Administrator, or any other person or party affiliated with the promotion and administration of this Promotion;
- xii. Must not include personally identifiable information (including full names, residence location, personal websites, e-mail addresses, etc.);

- xiii. Must not in any way contain any logos, brand names or trademarks other than Sponsor's, which Sponsor has granted entrant a limited license to use for purposes of this Promotion as set below;
- xiv. Must comply with all other Recipe Guidelines and Requirements and provisions of these Official Rules;
- xv. Must not contain, facilitate, reference, or use material that is fraudulent, inappropriate, indecent, lewd, pornographic, obscene, hateful, tortious, defamatory, slanderous or libelous;
- xvi. Must not contain, facilitate, reference or use material that contains prohibited content which shall include, but is not limited to content that promotes, suggests, or encourages:
 1. gambling, including without limitation, any content related to online casinos, sports books, bingo or poker;
 2. the use of firearms/weapons/ammunition, any illegal drugs, prostitution, pornography, nudity, profanity or other adult content, violence, or the use of alcohol or tobacco products;
 3. the taking up of arms against any person, government or entity or otherwise challenge or seek to overthrow any government;
- xvii. Must not contain any viruses, spyware, malware, or other malicious components that are designed to harm the functionality of a computer in any way;
- xviii. Must not contain, facilitate, reference, or use material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, ethnicity, religion, nationality, disability, sexual orientation, political orientation, citizenship, ancestry, marital status, or age; and
- xix. Must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where Recipe or Photo is created.

NOTE: If any Recipe or Photo fails to comply with any of these Entry Guidelines and Requirements or any other provisions of these Official Rules, Sponsor/Administrator reserve the right, in its sole discretion, to not include the Recipe or Photo in the viewing gallery.

SPONSOR'S IP AND GENERAL ENTRY TERMS: Sponsor grants entrants a limited, revocable, non-exclusive, non-sublicensable license to use Sponsor's name, product, trademarks and logos (collectively, "Sponsor's IP") for the sole purpose of participating in this Promotion. Entrants are not permitted to make any further use of Sponsor's IP for any purpose whatsoever. In addition, entrants recognize that all rights, title, and interest in Sponsor's IP shall vest exclusively to the Sponsor, and entrant agrees that he or she has not and will not take any action that might harm or adversely affect such rights. No right, title, or interest in and to the Sponsor's IP except for the limited license granted to entrant in these Official Rules is transferred or created. Each entrant further acknowledges and agrees that Sponsor's IP rights are valid and enforceable, and that entrant shall do nothing to challenge the validity or enforceability of Sponsor's IP in any forum. Entrants agree that the use of Sponsor's IP is permitted only for the purpose of making an Entry in this Promotion, and that any use of Sponsor's IP (whether in the entry or otherwise) beyond this scope infringes the rights of Sponsor and will result in irreparable harm to Sponsor.

Each entrant retains ownership of his/her Recipe and Photo, if any. Each entrant hereby grants to Sponsor and its affiliated companies and designated agents a non-exclusive, transferable, perpetual, irrevocable, royalty free, unconditional, fully paid license and

right to post and to make, have made, use, copy, reproduce, modify, and create derivative works of any materials provided by the entrant with the entrant's Recipe or Photo (if any) or otherwise through the Promotion ("Promotion Materials"), (b) to publicly perform or display, import, broadcast, transmit, distribute (directly and indirectly), license, offer to sell and sell, rent, lease, or lend copies of the materials (and derivative works thereof), and (c) to sublicense to third parties the foregoing rights, including the right to sublicense to further third parties. Additionally each entrant consents to the use of the name, statements, photographs, videos, voice recordings and likenesses of himself/herself appearing in the Promotion Materials for publicity purposes, as well as any other purpose associated with the Promotion.

Ownership of Recipe and Photo (if any) will remain with the entrant unless the entrant is declared to be a winner and signs the Affidavit of Eligibility/Liability & Publicity Release as set forth below, in which case Sponsor shall be assigned all ownership rights (including all intellectual property rights) in the Entry. Once a Photo, if any, is entered into the Promotion, any such posting will be deemed made at the direction of the entrant within the meaning of the Digital Millennium Copyright Act and the Communications Decency Act. EACH ENTRANT REPRESENTS, UNDERSTANDS AND ACKNOWLEDGES THAT HE/SHE WILL NOT BE PAID FOR OR RECEIVE ANY FORM OF COMPENSATION OR ROYALTY (OTHER THAN A PRIZE STATED HEREIN IF SELECTED AS A WINNER) IN EXCHANGE FOR GRANTING SPONSOR THE NON-EXCLUSIVE LICENSE RIGHTS OR FOR ANY SUBSEQUENT USE OF SUCH RECIPE OR PHOTO BY SPONSOR. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Recipe or Photo.

Regardless of methods utilized above, there is a limit of obtaining up to ten (10) bonus Sweepstakes entries – up to five (5) bonus Sweepstakes entries for referring friends as described in Section 4A (one (1) bonus Sweepstakes entry per friend referred), and up to five (5) bonus Sweepstakes entries for submitting Recipes, as described in Section 4B (one (1) bonus Sweepstakes entry per Recipe submitted).

5. **RANDOM DRAWING:** On or about August 4, 2014, Administrator will select one (1) potential grand prize winner ("Grand Prize Winner") from among all eligible Sweepstakes entries received during the Promotion Period. The Grand Prize Winner is deemed to be a potential Grand Prize Winner, pending verification of the entrant's eligibility and compliance with these Official Rules as determined by Sponsor or Administrator, in their sole and absolute discretion.
6. **PRIZES, APPROXIMATE RETAIL VALUE ("ARV"), AND ODDS OF WINNING FOR THE INSTANT WIN GAME AND SWEEPSTAKES:**

A. **Instant Prizes:** The following instant prizes will be available during the Promotion Period:

Instant Prize Description	ARV of Each Instant Prize	Quantity	Total ARV
\$10 Pre-Paid Gift Card	\$10.00	276	\$2,760.00
\$25 Pre-Paid Gift Card	\$25.00	92	\$2,300.00
16-oz bottle of Nature's Way® Coconut Oil	\$10.00	92	\$920.00
Total		460	\$5,980.00

total number of instant prizes in this Promotion will not exceed four hundred sixty (460).

In addition to the foregoing, each gift card is subject to the terms and conditions set forth above and set forth thereon which shall govern the use of the gift card. The use of a gift card constitutes the user's acceptance of the terms and conditions above and on such gift card, so winners should read the terms and conditions on the gift card carefully. Winners must protect the gift card and treat the gift card as they would any other valuable document. No gift card will be redeemed or exchanged for cash, except where required by law. No gift card will be replaced or replenished if it is lost, stolen, damaged, destroyed or used without a winner's permission and will be voided if altered or defaced.

- B. Grand Prize:** The Grand Prize Winner will receive will receive a six (6) day/five (5) night trip for two (2) people – the Grand Prize Winner and one (1) “Guest” of his/her choosing – to the Travaasa Hana all-inclusive resort in Maui, Hawaii (“Grand Prize”). The Grand Prize includes round trip coach class airfare for the Grand Prize Winner and Guest between the major commercial airport closest to Grand Prize Winner's residence and Maui, Hawaii (departure and arrival airports determined by Sponsor in its sole discretion); five (5) nights standard hotel accommodations (single room, double occupancy) in a Sea Ranch Cottage (subject to availability); airport transfers while in Maui, Hawaii; three (3) farm-to-table meals daily, all snacks and non-alcoholic beverages, and a \$125 resort credit per person per day (six (6) resort credits per person in total). The ARV of the Grand Prize is \$8,000. The ARV may vary depending on the city of departure and fluctuations in airfare charges and hotel rooms. Any difference between the actual value of the Grand Prize and the stated ARV (if less than the actual value) will not be awarded

Travel must be completed by March 31, 2015 or the Grand Prize will be forfeited. The Guest must be at least sixteen (16) years old. The Guest (or if a minor, the Guest's parent or legal guardian on the Guests behalf) will be required to execute and return a Liability & Publicity Release before Grand Prize travel will be booked.

All Grand Prize-related travel arrangements will be administered by Sponsor's authorized designee. Travel is subject to capacity controls, availability, weather, seasonal influences, and certain other restrictions, all of which are subject to change. Air transportation and hotel accommodations must be taken together and cannot be taken separately. No changes will be made to travel details once any element(s) of the travel arrangements have been booked, except at Sponsor's sole discretion. All airline tickets issued in conjunction with the Grand Prize are not eligible for upgrades, frequent flyer miles or any other promotional benefit. Sponsor will not replace any lost or stolen tickets, travel vouchers or certificates or similar items once they are in the possession of the Grand Prize Winner or Guest. Travel must be roundtrip. Sponsor will determine flight itinerary in its sole discretion. Once hotel and flight arrangements have been confirmed, no changes will be allowed except by Sponsor in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in these Official Rules and those set forth by Sponsor's air travel supplier, as detailed in the passenger ticket contract issued by such supplier.

All costs and expenses not specifically included herein are solely the Grand Prize Winner's responsibility. The Grand Prize Winner and his/her Guest are each solely responsible for obtaining any desired or necessary travel documents (including government-issued photo identification). The Grand Prize Winner hereby acknowledges that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the Grand Prize.

It is the responsibility of the Grand Prize Winner and his/her Guest to arrive at the designated airport in time for each flight that is part of the Grand Prize.

The Grand Prize Winner is responsible for all in-room charges (e.g., mini-bar, movies), telephone calls, meals, beverages, gratuities, upgrades, personal incidentals, amenities, and any other fees and expenses not specifically mentioned in these Official Rules. The Grand Prize Winner will be required to provide a major credit card upon hotel check-in and all in-room charges will be charged to the credit card. Any damage to the room attributed to the Grand Prize Winner or Guest will be the responsibility of the Grand Prize Winner.

Sponsor bears no responsibility if any event, element or detail of the Grand Prize is canceled, postponed or becomes unavailable for any reason. Should any event, element or detail of the Grand Prize become unavailable, the Sponsor shall have no obligation to the Grand Prize Winner aside from providing the remaining portion of the Grand Prize, minus any unavailable event, element or detail.

- C. Prize Builder:** If the selected Grand Prize Winner submitted an eligible Recipe into the Promotion, he/she will also receive Two Thousand Dollars (\$2,000), awarded in the form of a check made payable to the Grand Prize Winner.
- D. Total ARV:** The total ARV of all prizes available in this Promotion is up to \$15,980.
- E. Odds of Winning:** The odds of winning an instant prize depend on when the entrant completes a Game Play. Instant prizes will be made available at random times throughout the Promotion Period. To be an instant winner, an entrant's Game Play must have occurred at the exact randomly predetermined winning time as determined by Sponsor and/or Administrator. If a Game Play does not occur at the exact randomly predetermined winning time, then the next entrant's Game Play to occur after that time will be an instant winner. The number of instant prizes available to be won will decrease during the Promotion Period as instant prizes are awarded and claimed.

The odds of winning a Grand Prize depend on the number of eligible Sweepstakes entries received during the Promotion Period.

7. HOW TO CLAIM A PRIZE:

- A. Instant Winners:** Each potential instant winner will receive an Instant Win Notification after the completion of a winning Game Play, and Sponsor will also notify the potential instant winners via e-mail at the e-mail address submitted when registering for the Promotion. If a potential instant winner is found to be ineligible, is not in compliance with these Official Rules, declines to accept the instant prize, does not comply with Sponsor's instructions, or if the instant prize is returned as undeliverable, the instant prize may be forfeited, in Sponsor's sole discretion. If any potential instant winner forfeits an instant prize, then the instant prize may be awarded to an alternate winner, selected in a random drawing from among all remaining eligible Game Plays received, as determined by Sponsor in its sole discretion. Instant prizes will be mailed to the Instant Winner at the physical address provided at the time of registration.
- B. Grand Prize Winner:** The potential Grand Prize Winner will be notified via e-mail by Sponsor or its authorized designee at the e-mail address provided at the time of registration on or about August 8, 2014. Before being declared the Grand Prize Winner, the potential Grand Prize Winner will be required to execute an Affidavit of Eligibility/Liability & Publicity Release and tax

acknowledgment (“Affidavit”) and a written authorization for background check, sent with the e-mail notification. By entering this Promotion, entrants hereby consent to a background check. The results of the background check must be satisfactory as Sponsor in its sole discretion deems appropriate. The potential Grand Prize Winner must return a fully executed and notarized Affidavit to the Sponsor or its authorized designee within ten (10) calendar days from the date it is postmarked as being sent to the potential Grand Prize Winner or the Grand Prize may (in Sponsor’s sole discretion) be forfeited. If the potential Grand Prize Winner is disqualified, found to be ineligible or not in compliance with these Official Rules, declines to accept the prize, or in the event that the potential winner fails to return an executed and notarized Affidavit and background check authorization within the ten (10) calendar day deadline, the prize may be forfeited, and in the Sponsor’s sole discretion, the forfeited prize may be awarded to an alternate Sweepstakes Winner, selected in a random drawing from among all remaining eligible Sweepstakes Entries, as determined by Sponsor in its sole discretion.

C. General Conditions: Sponsor will attempt to notify each potential winner as set forth above, but Sponsor is not responsible for any undelivered emails, including without limitation e-mails that are not received because of a winner’s privacy or spam filter settings which may divert any Promotion e-mail, including any winner notification e-mail, to a spam or junk folder. The right to receive a prize is non-assignable, non-transferable and no prize substitution, exchange or cash equivalent will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of a prize or force majeure, at Sponsor’s sole and absolute discretion. All other costs and expenses not expressly set forth herein shall be solely the winner’s responsibility. Sponsor will attempt to mail physical prizes 6 – 8 weeks from the end of the Promotion Period. Promotion Entities shall not be held responsible for any delays in awarding the prize for any reason. Each prize will only be awarded to a verified winner.

8. LIMITATION OF LIABILITY: By participating in this Promotion, entrants agree that the Promotion Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents (“Released Parties”) are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail/text notifications or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/network accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Promotion; (vii) any injury or damage, whether personal or property, to entrants or to any person's computer related to or resulting from participating in the Promotion and/or accepting a prize; and (viii) Game Plays or entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Promotion Entities are not responsible for any unanswered or undeliverable winner notifications.

By entering the Promotion, each entrant agrees: (i) to be bound by these Official Rules, including entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Promotion; and (iii) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without

limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Promotion, including, but not limited to, any Promotion-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Promotion; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by entrant.

If, for any reason, the Promotion is not capable of running as planned, Sponsor reserves the right, at its sole and absolute discretion, to cancel, terminate, modify or suspend the Promotion and/or proceed with the Promotion, including the selection of a winner in a manner it deems fair and reasonable, including the selection of a winner from among eligible entries received prior to such cancellation, termination, modification or suspension. In no event will more prizes be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, mechanical or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the winners. If for any reason, including but not limited to an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, or more prizes are claimed than are intended to be awarded according to these Official Rules, the intended prizes will be awarded in a random drawing from among all verified prize claims received.

Without limiting the foregoing, everything regarding this Promotion, including the prizes, is provided "as is" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement.

9. DISPUTES: IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("AAA RULES"). THE AAA RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR SWEEPSTAKES ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR OF THE TIME THE CAUSE OF ACTION OCCURRED, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

10. PRIVACY POLICY: Any personally identifiable information collected during an entrant's participation in this Promotion will be collected by Sponsor or its agent and used by Sponsor, its affiliates, agents, and marketers for the sole purposes of the proper administration and fulfillment of

the Promotion as described in these Official Rules, in accordance with Sponsor's Privacy Policy as stated at www.naturesway.com/About-Us/Contact-Us.aspx#.

- 11. PUBLICITY RIGHTS:** By participating in the Promotion and/or accepting a prize, each entrant agrees to allow the Sponsor and/or the Sponsor's designee the perpetual right to use his/her name, address (city and state), biographical information, photos, picture, portrait, likeness, voice, and/or statements regarding the Promotion and/or Sponsor for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, including, but not limited to, live television, worldwide, on the World Wide Web and Internet, without notice, review or approval and without additional compensation, except where prohibited by law.
- 12. GENERAL:** Any attempted form of participation in this Promotion other than as described herein is void. Sponsor and Administrator reserve the right to disqualify any entrant found or suspected, in their sole and absolute discretion, to be tampering with the operation of the Promotion; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of this Promotion. Any attempted form of participation in this Promotion other than as in these Official Rules is void. If it is discovered that a person has registered or attempted to register more than once using multiple e-mail addresses, residential addresses, multiple identities, IP addresses, use of proxy servers, or like methods, all of that person's Game Plays and entries will be declared null and void and that person will not be awarded any prize that he/she might have been entitled to receive. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Promotion will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator. In the event of a dispute as to the identity of a winner, the winning entry will be declared made by the authorized account holder of the e-mail address submitted on the registration form associated with such 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 (e.g., business, educational institution) that is responsible for assigning email addresses for the domain associated with the submitted email address. Each entrant may be required to show proof of being an authorized account holder. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the prize documents will not affect the validity or enforceability of any other provision. No entrant shall have the right to modify or amend these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All Game Plays and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Promotion details contained in these Official Rules and Promotion details contained in any promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Promotion as set forth in these Official Rules shall prevail.

13. WINNERS LIST: For a list of winners, mail a self-addressed, stamped business size envelope to: Crazy For Coconut Hawaii Vacation Giveaway Winners List Request, P.O. Box 251328, West Bloomfield, MI 48325. Requests must be received by September 15, 2014.

Sponsored by Nature's Way Products, LLC. 825 Challenger Drive, Green Bay, WI 54311.

Customer service inquiries can be made at [Contact Us](#).

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