

Contest Rules: Silk Vanilla

TCBY Silk Vanilla Sweepstakes Official Rules

Please read the official rules below before entering the TCBY Silk Vanilla Sweepstakes, sponsored by TCBY. By entering the contest, you agree to be bound by these rules and that you satisfy all eligibility requirements. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook and/or Twitter.

1. Eligibility.

No purchase is necessary to enter or win. The sweepstakes is open only to residents of the United States who are either 18 years of age or older or have parental or guardian consent at the time of entry. Employees or agents of TCBY or its franchisees and their immediate family members are not eligible to win. The sweepstakes is void where prohibited.

2. How to Enter.

To enter, fans must simply comment, like, or share - depending on what the Silk Vanilla related post references.

3. Entry Requirements and Participant Rules.

The submission of the entry under these Official Rules must not violate the rights of any other party. TCBY reserves the right, at its sole discretion, to disqualify any entry or any entrant for any reason, including for any violation of these Official Rules. TCBY may use the names and likenesses of individuals or groups entered in the sweepstakes in connection with promotional materials such as email blasts and social network pages.

4. Judging.

The winning selection will be chosen at random.

5. Prizes.

(15) Fifteen fans will be awarded the following prize packs: (3) Three first place winners will receive 1 tumbler cup, coupons for a free container of Silk Almond Milk and a \$10 TCBY gift card. The remaining (12) twelve winners will receive coupons for a free container of Silk Almond Milk and a \$10 TCBY gift card. Winners will be notified the week of February 23rd – 28th.

6. Finalist Conditions and Prize Acceptance.

Prizes are not transferable. All federal, state and local taxes and fees associated with the receipt of any prizes are the sole responsibility of the winner.

7. Limitations of Liability.

TCBY and its affiliates are not responsible or liable for any entry or other communication which is lost, late, damaged, misdirected, illegible, incomplete, or any entry or other communication submitted which is not received due to any computer, online, technical malfunction, delays or human errors that occur in the processing, transmitting, or receiving of entries. If, for any reason, the contest cannot be conducted as planned, including but not limited to infection by computer viruses, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of TCBY, TCBY reserves the right at its sole discretion to cancel, terminate, modify, or suspend the contest. TCBY reserves the right to discontinue the contest at any time without notice.

8. General Release.

By entering the contest, you release TCBY, its officers, directors, shareholders, agents, representatives, employees, affiliates, franchisees, advertising agencies, and their successors and assigns (collectively the Released Parties), from any and all actions, obligations, costs, damages, losses, claims, liabilities and demands of whatever kind or nature now or hereafter against

any one or more of the Released Parties, arising from, related to or in any way connected with participation in this Contest and receipt of any prize from TCBY.

9. Consent.

By entering the contest you consent to the use of your name, likeness and image, address and/or prize information and/or contest entry for promotional and other purposes without further payment. By entering the contest, you consent to being placed on the TCBY mailing list and give your express permission to be contacted by TCBY regarding the contest by telephone, e-mail and/or postal mail.

10. Choice of Law and Venue.

By entering the contest, you agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these rules, your rights and obligations, or the rights and obligations of TCBY in connection with the contest, shall be governed by, and construed in accordance with, the laws of the TCBY headquarters. By entering the contest, you consent to the jurisdiction and venue of the federal, state and local courts.

11. Miscellaneous.

FACEBOOK, INC. DOES NOT SPONSOR OR ENDORSE, AND IS NOT IN ANY WAY AFFILIATED WITH, MRS. FIELDS OR THIS CONTEST.